PRICE

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Vol. 117 No. 1

NEW YORK, TUESDAY, DECEMBER 18, 1934

\$42,500,000

'Going H'wood' In the Discard: Broad A'ing It

Hollywood, Dec. 17.

Going Hollywood is strictly in he discard. Those of the picture she discard. Those of the picture nob, trying to be different, are now Geing British.' It's a pickup from he English colony and it's a head-uche for the regulars. Hollywood ans a ficck of authentic Britishers, at the would-be mob, proficient in alsing eyebrows without having een farther east than Canacite, are esginning to give out broad.

Phoney British accents around the frown Derby are thicker than the (Continued on page 57)

a. State Prison's Show with Mostly 'Holdover' Players

Fort Madison, Ia., Dec. 17.
Thousands hereabouts have aplied for reserved and other admislon tickets to the Frivols of 1834;
be staged by termers at the Iowa
late pen during the latter part of
38 month, three performances to be
Prison's Aret show was staged
at January. Its success being such
sat it was made an annual event,
se cast working all year on producon and stagins.
Cast of last year will practically
sintact, most of them, heing under
long contracts. The same is true
ushers, strac crew and those in
large of writing and readying the
low.

tow.

There will be a 50-minute of minrel first part and a six-act bill of
sudeville. According to prison ofmals the innovation has more than stified its introduction, giving the en something to work on and look

Sponsor for Bible?

Chicago, Dec. 17.

Both National and Columbia webs a out in the field angling for the w Montgomery Ward program ich will start shortly after the st of the year. NBC has a promain a program already auditioned and platrized, while CBS is busily audi-mine.

ming.

Bible and is set up so as
hit three periods every Sunday

ming, going on the air for 15

nutes at 9 a.m., 10 a.m. and 11

n.

NBC also has a biblical yarn
thing for the company, show
elled 'Son of Jesse,' Lord &
the agency is handling the ac-

No Comparison

Sally Rand at the Paradise restaurant, New York, does her balloon dance behind ac specially constructed acreen. That's to prevent playful fremen from Paducah trying to get a lighted cigar near the balloon, which is her principal garment.

That makes Sally Rand the first act to work behind acreen since the Cherry Sisters.

ELMER RICE ON REBOUND

Reported around Broadway that Elmer Rice is all set to join hands Elmer Rice is all set to join hands with the Group Theatre, doing all future production with them and taking an active part in the company's entire productional setup as a member. Rice recently announced that he was through with the commercial theatro, but under the Group Theatre as a commercial results of the deem't consider the Group Theatre as a commercial organization.

organization.

Group is moving its production of Group is moving its production of coup into the Belasco next week, which theatre is being rented them by Mrs. Elmer Rice,

rented them by Mrs. Eimer Rice, who owns it.

Rice himself says nothing to it, he's just going to rent his house.
But friends close to him say he may suddenly change his mind.

Jean Acker, Pic Extra

Hollywood, Dec. 17.
Jean Acker, first wife of Rudolph
Valentino, has returned to films.
She played an extra in Columbia's
'Once a Gentleman.'

WEBS PROSPER.

Exclusive Representation Has Discouraged Idea Creation and Spot Broadcasting Count Contrasts with Network Boom

8% OVER 1932

NBC and Columbia will wind up 1934 with a combined gross of ap-1934 with a combined gross of sp-proximately \$42,500,000 from the sale of network time. In 1933 the webs between them did \$43,500,000 and in 1932, \$39,500,000. The joint 1934 figures represent a boost of 35% over the tally for 1932 and 8% over the income for 1932, net-work broadcasting's previous rec-ord year.

s% over the income for 132, network broadcasting's previous record year.

While 1334 saw the webs staging as hefty comeback to prosprevious from the come of the come for an end of the come for a compared to 132.

The come for a compared to 133. Spot broadcasting has not suffered from a spersity of accounts. To the contrary, this season has seen more national advertisers tied up with spot broadcasting than ever before. Where the rub lies is the fact that the numerical increase has failed to make up for the loss of the big spot spenders of 1933. This season has seen no Life Save, Beech-Nut Facking
Chandu, no Toddy Tarzan of the
(Continued on page 62)

London, Dec. 17.

Hugh Sinclair, who played the male lead opposite Elisabeth. Bergner in Escape Mc Never, and who is duplicating the role in the filmization, is awaiting the arrival of the stork at his home. His wire to Yuleric Taylor.

Couple has taken out insurance against twins.

Insurance

JOE BREEN HAS OFFER FROM U

Hollywood, Dec. 17.

Hellywood, Pec. 17.
Joe Breen, filmdom's censor on production, is mulling an offer from Carl Laemmie, Sr., to head universal's story department.

Breen is said to be interested and will make a deciston in a few days. His move from the Hays organization would be opposed because producers feel his work is not yet finished, but Breen's story judgment during the church crists is presumed to have made him a welcome addition to any studio.

Belief is that Breen will stick with the Hays office's bit longer, although the U offer is reported very flattering.

Moving Bill

Hollywood, Dec. 17.

Cost of bringing the Marion
Davies bungalow from Metro to its
foundation at Warners totaled.

Another \$15,000 will be necessary to get the building back together again and redecorate it.

Mex. Reform Wave May Shutter All **Gambling Spots**

Mexico City, Dec. 17.

Mexico City, Dec. 17.
All signs point to the elimination
of the Foreign Ciub, gay spot that
was opened just outside the city
limits lest summer by Mexican and
American interests, and the Casino
de la Selva in Cuernavaca, about 96
miles from here, as gambling
pitches. Both resorts were closed
suddenly by orders of President
Cardenas. Action, it is reported,
will be extended to all gambling
places throughout Mexico in another reform wave the new administration is furthering.
Government has nixed pleas of
ex-Foreign Club employees, about
(Continued on page 59)

(Continued on page 56)

B'way Sees Big New Year's Eve: \$25 Per Stuff Out This Yr.

New Year's eve reservations are coming in rather slowly, but every-body expects a bull market in New York. To encourage the goer-outers

body, expects a built market in, new York.

To encourage the goer-outers there'll be none of that \$15 and \$25 a head stuff this year. Top is \$19 a person for supper and favors. No mineral waters, ginger ale or other inixers being ballyed, although bottled table waters will be subplied, but 'Ire idea is to discourage any hip-toting of hard stuff and to encourage the wine card. encourage the wine card. It is a built of the pots in the fife-couple-and-up class will donate a bottle of wine on the house for each two reservations just to cue, 'em' into sticking to the vint-ages.

Hollywood, Dec. 17. No frowns or sour pans around the hotels or night clubs over the coming New Year's festivities. For the first time in four years, all spets report reservations that indicate capacity business.

25 Singing Clerks

Cincinnati, Dec. 17.

Cincinnati, Dec. 17.
Departure Cincinnati, Dec. 17.
Departure Cincinnation of Cincinnation of

\$1 A DRINK, \$3 A PACK OF CIGS, AND NO TOURISTS, KILLS NAZI NITE LIFE

(Continued on page 62)

Berlin, Dec. 8. have the gold standard blues because foreigners are: (a) not flock-

cause foreigners are: (a) not flockling in droves to Germany, and (b)
if they do come they bring a shirt
and a ten-dollar note, and the shirt
is the only thing they change.

Henson is the mark is too high
for the foreigner's blood unless provided with cheaper register marks
before entering the country. Nitertes were getting along in good
shape until a wave of trantic buyying of commodities set in. Then
the coln went to the stores and not
the single water spots.

Nover having been a cheap town.
Berlin is more expensive to lay than
any time since the inflation. Better
class night spots continue to get
some play, but there lan't any corkpopping to speak of.

The middle-class places continue to get the Saturday night family trade, which doesn't do much for the gross takings. Foreigners residing here rarely go to night clubs for the reason that they're too expensive. Cocktails average a dollar a copy.

Still Alarm Fire

Burlington, Vt., Dec. 17. Burlington, Vt., Dec. 17.
Firemen were nonplussed
while engaged in extinguishing a fire in the plant of a local
radio station. They were told
by chief announcer that vibration from fire pumps was disturbing the program.
Announcer insisted that regardless of fire they shouldn't
ruin his broadcast.

Any kind of bird to go with any kind of a bottle sets the customer back from \$5 to \$7.50, and the bottle

back from \$5 to \$7.50, and the bottle is extra.

Tickets for a show average \$8 a pair. Taxis another \$4, dinner (dry cover) at least \$3, and the wine... well, that's just an idea.

Hotcha spots like Ciro's, Quartier Latin, the Eden, Adlon or Esplanade bar's dent the br. plenty. The Kakadu is another one of the same lik, as is Sans Souci, particularly well named when it comes to total-line the check.

well named when it comes to total-ling the check.
Hundreds of so-called "intime" bars dot the West End, many of which aren't so "intime"; neither are they reasonable.
Suckers seldom come to the small-or joints these days and when they do it's a case of 'company girls' and everyone in on the mooch. Amer-"Continued on page 58).

(Continued on page 58)

Parent-Teachers Glib in Criticism **But Slow on Constructive Action. KSTP Director Tells Listeners**

Kids wake up in their sleep trying kids wake up in their sleep trying to sidestep that withering death ray. They sneak deeper under their coverlets to escape some radio meanle's blue-steel scimitar.

meanle's blue-steel scimitar.

It's been going on for months, this sort of thing, and the end is not yet. But Thomas Dunning Rishworth, KSTP educational director and Uncle Tom of that station's Children's Hour, proposes to do something about it. And how. It all came to a head when the Minneapolis Paront-Teacher Assn. groups recently Johned in a campaign, of protest, against children's programs, sending, resolutions to all northwest radio stations.

Rishworth promntity tool un the

all northwest radio stations.

**Rishworth promptly took up the outgels and for the first time in the six years, he's been conducting the KSTP Children's Hour, became a bit wrathy on the air. For 10 minutes during the hour on Monday (10) he mineed no words. In aubstance, it was 'put up or shut up.' He invited all parents who object. He invited all parents who objectdo kids programs to cut out the
side-atepping, stop gabbing and DO
something—or turn off their radios.
He scored Minneapolis PTA's for
insincertly, and smbjguity, and
claimed their attitude manifestly
unjust if every member of various
groups was not represented at meetings which adopted resolutions.

ings which adopted resolutions.
Riskworth also lit into T. P. Giddings, supervisor of musical educaortion for Minneapolis schools, for
being opposed to one of the best
educational programs for children
now on the sir, NBC's Walter
Damrosch Music Appreciation Hour.
Riskworth revealed that while opposed to the program, Giddings atposed to the program, Giddings of the
advisory board.

Rishworth's spirited stand had we immediate and direct results: a cood of letters and phone calls sup-norting him and an invitation from the Minneapolis PTA council to conduct a symposium on children's programs at one of the Minneap-olis schools.

oils schools.

Meeting was called for tomorrow
(18), with audience composed of two
representatives of every—Minneapoils PTA group. On the platform with Rishworth will be representatives from the following organizations: Minnesota, Educational
Assn., University of Minnesota,
Minnesota Federation of Women's
tlubs, Campfire Girls, Boy Scouts.

With Idea the methods

With kids throughout the country missing their meals and doing a slide down the health-charts as a result, simply because they can't

Skeptical Maga

Periodical uvalues

Periodical publishers, notably
Hearst, McCall. Satevepost,
and Crowell, are surveying the
public for apposer identification on radio programs. Understood the undercover obfective of the glazed paper
boys is to law the facts thus
except the publishers on advertising
identification of copy published in magazines. It is the
thought of the publishers that
their findings will reveal a sitnation favorable to them.
Clark-Rooper is manking the
survey for the periodicals.

CROSSLEY REPORT TO ASSUME NEW FORM

Subscribers to the Co-operative inalysis of Broadcasting, otherwise Analysis of Broadcasting, otherwise known as the Crossley Reports, will get a better idea of how their programs are faring as compared to other shows using the same span of time when the next set of popularity ratings is released. Documenting of the period poil results is being revised so that the hour, haif-hour and quarter-hour shows are each grouped as to time units. There will also be an average rating for each time class.

construction of an average cauting for each symptomic class, the programs according to the construction of the construction of the construction of their program's relative standing. Instead of comparing the rating of a quarter-hour show with that of an hour's stanza these concerned will measure the status of a quarter-hour class. When the construction of the const

New form of the Crossley Reports will also indicate what the changes in average percentages have been for each class of time unit for the two previous two releases.

wait-to-hear when and where the corpse will turn up, or who did the counterfeiting, slugged the mort-sage-ridden, widow or robbed poor Mr. Zilch, the present picture is admittedly acute. Blood-and-thunder, marrow-chilling, hair-ralsing, nervegripping radio, programs designed for children's consumption have left, the kiddles with a bad case of sitters.

SECOND RADIO PRIEST

Father Cox of Pittsburgh On CBS

Two Pittshurch programs will se over the ABS network for the first over the ABS network for the first time on Dec. 22. Both from station KQV. First is the new Father Cox hour, which is to present some mil-tiant political and timely surveys. Friest cannot solitif tunds over the air, it is understood. On from 8:15 to 8:45 o'clock. Next in order will be Will Ry-shanek's music from Hôtel Schen-

Lasker Back as L. & T. Prexy as R. Sollitt Onits

Raiph Sollitt has resigned as president of Lord & Thomas, effective immediately. Sollitt's resignation breaks an association with this igency since 1923 and removes a president who has been in the chair since 1931. A. D. Lasker returns to active presidency of the organiza-tion and Sollitt will continue on the directorial board.

directorial board.
Other elections hast weak in the agency named Don Francisco as exceptive vice-president resident in Los Angeles. In New York among the top men in the agency will be Sheldon Coons and Steve Hannigan, among others, while here in Chicago Ralph Allum continues as head of the local office with David Noves and Stewart Sherman in high execusions.

WHN, NEW YORK, WIRE TO FLORIDA FIGHT

Benny Leonard will broadcast fights for Truly Warner firm from Miami during winter over WHN, New York. Said to be the longest single writed remote job on record. Leonard has regular, weakly, series over station covering mat tuesles at St. Nicholas arena on Mondays and from Ridgewood Grove on Satur-days.

Period will cover from eight to 10 weeks, with former champ hop-ping back and forth.

Ad Agency Will Tell

System devised by the research department of Young & Rubicam for determining the value of each radio station according to listener response can, if adopted by the advertising trade in general, force a complete readjustment of rates in the broadcasting industry. Copies of the mass of charts developed by the probe have been turned over to Professor H. S. Hettinger, who recently took a year's leave of absence from the University of Pennsylvania, to make a study of the relation between station coverage and cost to the advertiser for the National Association of Broadcasters.

vertiser for the National Association of Broadcasters.

Dr. George Gallup, who, as director of research for Young & Rubleam, charted and directed all angles of the inquiry, describes his as a simple way of determining station coverage, even though it is still in the experimental stage. The method relies wholly on two sets of figures. One is the census of sets in each station's primary and secondary areas and the other is the results by a breakdown by primary and secondary areas of the mail received from an inquiry. Involved in the system are two equations, one dealing with the value per listening unit of the station's city coverage and the other with the like value for the coverage outside the city. On one side of the multiple mark in each equation is the number of seaponses and on the other the ratio of the number of responses and on the other the ratio of the number of responses to the sets in the area over the figure X which represents the unknown value per listening unit of the station.

Dr. Gallup aways that he some of the symbol who had been associated to the station.

Station.

Dr. Gallup avers that in some of the spots probed the local stations were charging anywhere from 16 to 20 times more for per listener than outlets in other sections of the country. The chartings, he said, showed that an appreciable number of the country's stations carried rates that were far beyond their worth, while other outlets were selling their facilities at excessively low levels.

Networks are reported alarmed and resentful at the efforts of agency to work out a method of cost-appraisal. One executive has stated if the movement should spread the networks would combat the imposition of outside criteria.

NRA HEARS BUFFALO PANELMEN DISPUTE

Buffalo, Dec. 17. Buffalo, Dec. 17.

Operators' strike at WEBR (Howell Broadcasting Company) was settled after labor differences with the station already had been alred before the NRA Adjustment Bu-

reau.

Two operators who had been discharged were re-employed, although one resigned immediately after having been reinstated. Prior to the NRA hearing the station headquarters had been picketed by the

McKee on Coast

Los Angeles Dec 17.

Los Angeles, Dec. 17.

J. H. McKee, of Cecil, Warwick &
Cecil, is due here this week to start
the Grace Moore programs for Vicks over NBC. Expects to be on the Coast a month.

No date set for the beginning of the program, but likely start early in the new year.

Telephone Co. **Raps Station Before FCC**

Washington, Pa., Dec. 17.
Granting of a license renewal for WNBO here is being held up by the Federal Communications Commission pedings the receipt of its examiner's report on the case, Among those who opposed the station's renewal application during the hearing before Brantiner Raiph hearing before Brantiner Raiph hearing before Brantiner Raiph hearing the cost of a special telephone hookup for a football Productast by making routine long-distance calls from a point 25 miles away from Washington. Phone-company cited other instances of alleged similar practices and averred that 125 contract for local exchange service was confined to prevonal and business calls and not for the transmission of remots point broadcasts.

ABS Affiliates' First Get-Together Sets Rates: Cormier. Aleshire Debut

Christmas Gift

Station Managers Will Find a Year's Subscription to VARIETY, the only critical medium in Broadcasting, an Appreciated Gift by Station Employes or Business Associates. Packed with News and Ideas-An Investment in Source Material.

SUBSCRIPTION—\$6 ANNUALLY
FOREIGN \$1 ADDITIONAL

	(ORDER BLANK	()
VARIETY		
154 West 46th New York City	Street	
I wish to se	nd Variety for one	year as a Christmas
Gift to—		
Enclosed ple	ase find check for	Dollars in pay-
ment, (Signed)	

ABS rates are due for revision shortly following the one-day nession held Tuesday (11) at the Waldorf - Astorta hotel, New York, in which all network affiliates came together for the first time. Albert Cormier, new yp, in charge of sales, and Edward Aleshire, director of sales—research and development, presented to the visitors also for first time.

first time:

Closer co-ordination in operation discussed at length. The slashing of commercial schedules now in process to be ready for the stations within a week's time. Not all rates are to be changed, however.

within a week's time. Not all rates are in he changed, however.

Those attending meeting were: Altred Pote and William Pote, of WMEX, Boston: William C, Cherry, Jr., president, WPBO, Providence; William J. Pape, president, WIXBS, Waterbury, Benedict Gimbel, Jr., president, WIP, Philadelphia; Clair McColloush, president, WDEL, Wilmington; John Elimer, president, WCBM, Baltimore; H. J. Brennen, president, KQV, Pittsburgh; Robert M. Thompson, commercial manager, wCBM, Bulfalor, Robert M. Thompson, commercial manager, WEBR, Burfalo; Ralph Matthews, WEBR, Chichmati, James L. Hughbs, general manager, WHBF, Rook Island, and L. A. Benson, president, WIL, St. Louis,

ROCHESTER STUNNED

Pure Oil's Terse Plugs Delights Station

Rochester, Dec. 17.

Pure Oil Company of Rochester is astounding the radio trade by advertising the brevity of ballyhoo advertising the previty of ballyhoo in its new program of 16 male volces over WHEC. At the opening broadcast Sunday, Dec. 9, the announcer said: Pure Oil Company, makers of etc. (listing products) presents—

presents—

Next day the company called the station and complained, 'Too, commercial, It's too good a program to clutter up with advertising, Make the opening, 'Pure Oil Company presents—'

Other announcements all Other announcements also were cut so that no more than 20 words of advertising were given for the 15-minute program, a new attitude in this city, where the stations have to use pressure to keep advertisers from usurpling the programs.

WHEC is surprised and delighted.

WJW, Akron, Joins ABS

WJW, Akron, is latest station to join ABS network. Members of the firm are: Willian. T. Jones, Samuel Townsend and John F. Weimer. Went into effect Saturday (15).

COMPLAINED OF HOURS: AS EXECS IT'S WORSE

Philadelphia, Dec. 17.
Murray Arnold and John Hayea,
a duo of WIP ex-spielers who have
been upped to publicity and programming respectively; were the
studios constant equawkers anent
night announcing.
Boys find that their new chores

bring them in at seven in the dawn-

Life Savers Goes Web

Life Savers, once a major spender In the spot broadcast field, goes CBS January 7 with a 15-mlnute patter act. Vivien and Her Life Saver, over 3s stations. Candy account will use evening spots on both the Monday and Wednesday schedules.

Topping & Lloyd, Inc., is the agency.

Bernie Bierman's Acct.

St. Paul, Dec. 17. Bernie Blerman, coach of the champion Minnesota eleven, starts airing for General Mills every Mon-day from 9:30-9:45 P. M., beginning

ady from 9:30-9:45 P. M., beginning Dec. 24:
Will be interviewed by Halsey Hall, Minneapolis Journal sports scribbler and WCCO's baseball and football expert.
Program, designed to sell the whattee, will include the original wheattes, auguste for 13 weeks.
McCord Co. agented.

RAISE PROPAGANDA ISSUE

INDIRECT RAP AT TRANS-RADIO

Hanson's Veiled Attack May Open Press-Radio Ques tion Again-Expect Fed'l Move to Curb Paper-Station Tieuns

PUBS WORRIED

Uneasiness caused among the newspaper ross associations the past service was nonths over the strides by the Transradio Press Service was brought out into the open last week when Eilsha Hanson, counsel for the American Newspaper Publishers' Association, in a radio address scored Transradio's amiliation with Havas, the Prench subsidised with the press of the past of

answer Hanson's remarks.

Hanson charged in his talk over a
WJZ hookup Wednesday night (12)
that review radio stations under
the control are attempting to spread, propagands in this country. Without mentioning Transradio by name Hanson declared
that recently a French government
subsditted news agency established
a contact with an American group
for the purpose of broadcasting foreign news reports in the United
States.

"The queetion," continued Hanson, 'hould be asked by any American listener: Why should this be when the impartial, unbiased, uncolored and authentic news reports of the four-great press associations, have, been made available to all American citizens through the Press-Radio Bureau. It any agency substituted by the French government can utilize American. Decadeant. cauzed by the French government ean—utilize—American—broadcast facilities, then there is no reason why other agencies—those serving Mussolini, Hitler, Stalin, or any other dictator—may not do the same.

other dictator—may not do the same. A saver to Hanson's reMoore's answer to Hanson's remarked is that his organization is made to the his organization is the same three as the Associated Press. Although both are alled with the semi-official news agencies of France, Bag-land, Italy, Germany, Russia and Germany, they each have correspondents established in the important capitals of Europe whose function if its to get the American slant entering and the properties of the same and the same of the fact that the Press-Radio Bureau has been transcribing Transradio news broadcasts on aluminum with the object of culling them for

radio news broadcasts on atuminum with the object of culling them for propaganda and news piracy. Moore regards the tenor of Hanson's speech as revealing a desperate move to keep the press associations

speech as revealing a desperate move to keep the press associations in line.

Recent reports in newspaper elreles have had it that Carl Bickel, head of the United Press, is anxious to resume for his service the radio sideline, which he had to abandon when his organisation became a party to the press-radio. Bickel has given considerable study to the 'development of Transradio. Bickel effered to have the U. P. wire carry Moore's answer to Hanson.

On Friday Moore sent a message ever the toletype to his station subscribers. Excerpt is as follows:

"Rearry approval of the standon the toletand foreign prohygunda in the United States, as volece by Bilshard American Newspaper. Publishers' Association, was corressed today by Herbert Moore, president of Transradio Press Service and the Radio News Association.

"Transradios foreign correspond."

Danny Malone Irish tenor Imported by NBC some months ago is now back in England. Singer whose entry into the states was ballyhooed knot by Mnot in mid-ocean, had a short fling at the U.S. air waves and then faded.

Next his voice was heard with the Abbey Theatre Players in one of their quaint productions. Then after some Decca recordings he

of their quaint productions. Then after some Decca recordings he sailed back to England. Variety and BEC dates on the other side, including a tour of. Scotland. He may return later for another try. Carlos. Gardel, South American sizzler is another foreign votes sizzler is another foreign votes after the same of the second sizzler is another foreign votes and address where he is making. Spanish films.

films.

In both cases the publicity depart ment were itself out thinking upgas and choice phrases for the importations.

the vast social responsibility of radio demands for America's im-mense radio audience. It carries on the splendid newspaper tradition of America by purchasing any sup-plementary news it needs from the same foreign press associations which have so long and ably sup-piled the great newspaper press services.

services.

Washington, Dec. 17.
Federal moves to curb tle-up between broadcasters and newspapers is in prosequence of steady invasion of radio field by press throughout the country.

First blow in impending warfare was struck last week by Representative Emanuel Celler of Brooklyn, who appeared before Federal Communications Commission in opposition to application of the Brooklyn Eagle for permission to operate on the 1,4°0-k.c. frequency now shared by four small Brooklyn transmitters to safe Congress to The Computer of the Congress to Th

punnty registered his opposition to press ownership of broadcast facilities and called for competition has tween two segncies.

Tam opposed to any newspaper owning and operating a station, Representatis frequent with a great deal of danger, especially in these perilous times when the greatest freedom should be given to the dissemination of news.

"There should be as many owners of radio facilities and newspapers as possible so that there cannot be any combination—that—will—narrow—that type of dissemination. Newspapers should stick to their own knitting. They should not own and operate stations, and I would be for legislation which would separate them."

Possibility of Compressional action Possibility of Compressional action to local indications, since organized labor is taking an interest in the increasingly frequent tie-ups and is likely to ask Confrense to take steps to preserve competition. American Federation of Labor leaders fear the continued invasion of broadcasting industry by publishers will eventually penalize workers or place further obstacles in the way of unionization of studios. International Bricherhood of Electrical international Entherhood of Electrical rentational Bricherhood of Electrical rentational Bricherho place further obstacles in the way of unionization of studius. Inter-national Brotherhood of Electrical Workers recently called attention to the number of assignments of licenses to press groups and extent of radio ownership or operation of transmitters. transmitters.

Transmitters war is expected to break out on another front here this winter as a consequence of the Growing importance of Trans-Radio Press. Service. While no moves have been made by radio news collectors to force the issue, it is inevitable that before the winter ends a show-down must occur on the question of admitting Trans-Radio legmen to Capitol press galleries.

Any overt row over this matter as bound to blow the lid off the whole radio-press agreement and throw

Transradio Press Service and the Radio News Association.

Transradio's foreign correspondants, American born or American trained, today stand guard against propaganda in all major world capitals— has a provide—the—American—people with that absolutely unpeople with the w

Danny Malone Back in England— ASCAP NOT DISCUSSED AT N. A. B. DIRECTORATE'S QUARTERLY CONFAB

Odd Commercial

Hookup between Hai Kemp and the King Feature Service is the first of its kind involving a dance combo, a hotel and a group of syndicated columnies and cartoon artip names. Series of sustaining pickups from the Penneylvania, Kemp's current stand, starting this current stand, starting this Thursday (20) will have the band leader interviewing Bing Croeby, Milt Gross, Robert L. Ripley, Jack Lait, James Aswell, George McManus, Otto Soglow and Frunella Wood.

\$250.000 FOR **HOLLYWOOD** STUDIO

Hollywood, Dec. 17.

Don Gilman, coast v.p. of NBC Don Gilman, coast v.p. of NBC, and O. B. Hanson, chief engineer, have been here a week looking for a suitable location for new chain headquarters here. Exces have so far failed to find what they, need. Plan is to get a building already erected which can be revamped but so far have drawn a blank.

so far have drawn a blank.

Report is that the chain is willing
to spend up to \$250,000 for new
facilities, and will build if necessary. New quarters are to take the
place-of the present-offices and
transmitting rooms on the RKO lot.

Feldman, WNEW V-P

Robert Feldman is slated to a vice-presidency at sta WNEW, New York.

WNEW's only other v.p. is Dick O'Day. Milton Blow owns the sta-tion.

Hostetler Ill, Can't Attend-Next Convention in Colorado Between July 1-15-Bellows Warns of Impending Legislation in Washington

BILL TO TAX RADIO ADV.

Washington, Dec. 17.

Enactment of legislation imposing a Federal tax on radio advertising will be urged in the forthcoming-session of Congress. While details have not been worked out, a scheme under which broadcasters would make some payment to the Federal Government for their franchises is certain to be drafted and submitted for Congressional consistency of the contract of the

nunications Commission

munications Commission.
One objective of the bill is to provide revenue with which the Federal Government might aid states in improving and maintaining educational facilities. Another idea would provide for the use of the funds derived from the advertising impost for the maintenance and operation of educational stations by Federal agencies.

Russ Hodges has joined WJJD, Chicago, as a specialist in sports. He halls from the announcing staff of WHBF, Rock Island-Daven-port, is.

Sudden illness of its counsel, Joseph A. Hostetler, prevented the directorate of the National Association of Brackeasters from learning last week what concessions, if any, had been made regarding a new license contract by the American Society of the Hostetler, who since September has had several talks with E. C. Affile, ASCAP gen, mar, on the proposition of charging raddo on a per use basis, was due to make a report of these pourparlers to the quarterly Eathering of the NAB-board. Hostetler was coming in from Cleyeland where he has a law office partnership with Newton D. Baker.

office partnership with Newton D. Baker.

Meeting, which was held at the St. Regis Hotel, New York, obtained from Henry A. Bellows, former CBS v.p. and now special legislative agent for the NAB, some inside into as to what is in store for the broadcasting industry at the coming session of Congress. Bellows averred that there was a good possibility would be introduced. This measure he said would likely turn out far more stringent than the one proposed at the last Congressional pow-wow by Rex Tuyewell. Bellows reviewed the hearings held by the Federal Communications Commission two months ago on the educational interests' demand for 25% of broadcast facilities and opined that the thing that seemed to impress the commissioners most was the pleas for Go-operation revealed by both sides of the issue.

Colorade Next

Directors approved an operating budget of \$50,000 for \$1935 and agreed that the next national convention was to be held in Colorado sometime between July 1 and 15. The exact dates and town were to be determined by the executive committee.

committee. Uniform accounting system for stations was adopted and the stations was adopted and the membership applications of KTSM, El Paso, WMEX, Boston, WOC, Davenport, WIXBS and W9XBY,

BILLY DESCRIPTION OF THE STREET OF THE STREE

Special Equipment for Stations to Broadcast Film Sound Track of Newsreels: Liquor Account

Erwin, Wassy agency is develop-ing for National Distillers a spot-broadcasting campaign along institu-tion of the property of the spot of the composed of newered clips. Tied in with the project is Pathe News, whose resources would be used for the gatherine, editing and distrib-uting of the clips for the stations on the National Distillers list. By wrapping up the ad text in a pro-gram with a striking element of edu-cational and informative interest those concerned, figure that the ob-jection of many stations to liquor business will be overcome. Only in rare instances would the

business will be overcome.

Only in rare instances would the cilps shiped to stations be the same as those used in the same as those used in the same as those used in the product of the same as the

MAYBELLINE TO CHICAGO

Quite Hollywood—Star Selary Ideas Too Fancy

Rollywood, Dec. 17.

Giving up the plan of spotting picture names on the weakly program, the Maybelline NBC broadcast shifts from the NBC studd here to Chicago starting next Sunday (23).

Last Coast emanation of this program was yesterday (18), High cost of film names the reason.

Ed Petry Back in N. Y.

Edward Petry returned to his office in New York last week. Just completed a six-week swing around the country as far west as California visiting the 33 towns he lists as station rep.

Novelist at Young-Rubicam

Norman Klein, novellst and col-umnist, has left the New York Post and joined Young & Rubicam, where he will handle publicity for General Poods.

Kicin's next novel. Terror by Night', will be published by Parrar & Rinehert, Jan. H.

Steve Cisler Resigns

Birmingham, Dec. 17. Birmingham, Dec. 17.

Steve Cister, manager of WSGN, resigned last week and is planning to take over the operation of six stations in north Alabama. Head-quarters will be established at WIBY, Gadsden.

Don—Campbell of the business ratiff has been made manager, succeeding Cistes.

Big Splurges Hearten Spot Biz: Ford Discs Go to 289 Stations

As part of its December-January campaign the Chrysler Corp. Is renewing blunker spot broadcasting contracts with some OB stations. These blanket contracts involve the maximum number of broadcasts allowed under the station's highest discount rate and cover business turned in by any Chrysler subsidiary.

discount and the state of the s

eason, Most comprehensive dealer hookup known to spot broadcasting is being undertaken by Ford Motors through the World Broadcasting System. Campaign calls for the use of 289 stations, with the car manu facturer providing the discs and the local distribs arranging for their

local distribs arranging for their own station time. Stencil series, with each program running 15 minutes, are dubblings from transcripts taken of Fred Waring's network shows, and are being billed as Ford's New Car An-

New York State Health Dramas On 16 Stations

Albany, Dec. 17.

Broadcasting: through 16 stations in the state, the New York Department of Health has what it claims to be the most extensive program of public health education, ever undertaken by a governmental agency. By use of direct broadcasting and transperibleons and employing dramatic form of presentation for its health messages, the department is on the art somewhere in the state overy week day for a found of the least messages, the department is on the art somewhere in the state overy week day for a found of the state of

on the air somewhere in the state every week day for a total of four hours a week. The basis of the new general program is a series of 15-minute plays which have been broadcast by WOY for more than a year under the title of The Health Hunters.

Health Hunters.'
This includes the state at large outside New York City which is outside the Department's jurisdiction.

NBC Resumes Band Dept. With Kemp in Charge; Engels' Jan. Biz Trip

NBC Artists Service will return to the business of booking dance bands shortly after the first of the year. Harold Kemp, who was for-merly in charge of the bureau's popular entertainment division, will-head up the revived department. His first assistant will come from the bureau's present staff while two

Arst. assistant. will. come from the bureau's present staff while two other aides are being brought in from the outside.

George Engels, v.p. in charge of the artists' service, figures on having the band booking thing smoothly goin, by the end of January. After he has disposed of this augmention, which was the control of the control o

as has been practically done in the New York office. MBC dropped out of the band business about three years ago after taking some hefty losses, particu-larly in Chicago. Before joining 'BC, Kemp was general vaudeville book-ing mgr. for the Warner Bros.' chr-

Hexin Folds 'Wings'

Chicago, Dec. 17.
Hexin is taking its Wings of Dawn show off the Columbia wires with the close of this week.
Lack of appropriations at this time understood as reason for the elough-off. Show is expected back after the first of the year.

Standard Oil Giving Coast Symphonies a Nod

Los Angeles, Dec. 17.
Los Angeles, Dec. 17.
Los Angeles, Dec. 17.
Los Angeles, Dec. 17.
Los Angeles, Dec. 18.
Los Angeles, Dec. 18.
Los Angeles Philharmonic crohestra of 30 nleces will be used for two broadcasts on the Standard Oil NEC symphony program, estring Jan. 8.
Hore for seven weeks using Raymond Paige's orchestra, broadcast was switched this week for three programs emanating respectively in San Francisco, Scattle and Portland, using Jocal symphonies in each, and then returns for the local Philharmonic alters.

CHINA WANTS COFFEE SHOW

Distributors of the canned cof-fee in China would like recorded versions of Maxwell Rouse Show Boat to broadcast over Chinese sta-tions in areas where there are ap-prectable English-appealing colonies Request for the discs were received last week by Benton & Bowles, the lead week by Benton & Bowles, the agency responsible for the program. Mueller & Phipps, which has the China detributing franchise for Maxwell House, advised the Shanghai rep for the Conquest Alliance Co. that it would be interested in putting the product on the air if it could obtain stendlings of the Show Beat broadcasts. When the Conquest home office relayed the info to B & B, the agency aversed that aithough it heads it made a practice of recording the shows it would see what gould be done about taking care of the Chinese situation.

Nets' Housewreckers Steam Up Heifetz: Calls Off Benefit

Declaring that he was an artist and not an auctioneer, and that the networks should have known better than to could have known better than to could have known better than to could have known to compare the property of the property are not a could be the present a could be th

contributed by figures from the concert world.

Hetfetz said he might have overlooked the attempt to make an auctioneer of him had not the men assigned by the webs to install the pickup equipment bored holes all over the Renaissance decor of his apartment. Auctioning was to be aired over the metropolitan stations as well as NEC and Columbia.

Mack Millar, Cabaret P.A., Publicizing WNEW

Ed Fisher, who organized the press department at WNEW, New York, when the station started a year ago, resigned Saturday (15). He is succeeded by Mack Millar, signed Saturday (15). eded by Mack Millar,

He is succeeded by Mack Miller, Broadway cafe p.a.

Fleher returns to United Artists, for whom he has previously worked, and goes on the road immediately ahead of the film, Mighty Barnum.

Dept. Store Starts

Richmond, Va., Dec. 17.

Richmond, Va., Dec. 17, Thathimers, large department store here signed a 13 week contract with: WRVA for 50-called 'Thursday Matines.' Diectrical and shoe departments are co-sponsors of the program which top lines Fritz Meyer and onchestra with Meyer and Helen Wyatt as vecalists. Program from 4:30 to 5:30 pm. and presents short dramatic sketch between uniscal numbers. It boosts a special 'matinee item' of merchandies and is almed, at woman shoppers primarily,

Agencies-Sponsors

Philos ordered Arm Chair Traveler program put out on disc by World Broadcasting for 60 stations. Placed through Hutchins Advertis-ing Company.

Carnation Co., has renewed with its Monday night program on NBC's red (WEAF) link for the third year. Extension becomes ef-fective Jan. 7 and involves 41 sta-tions. Erwin, Wassy is the agency.

Studebaker has taken another 13 weeks on the NBC red, effective Jan. 7, for its Monday and Friday night programs with Richard Himber. Hookup concerns 32 stations, Roche, Williams & Cunnyngham is the Second

Pontiac moves up to the 10 to 10:30 p.m., EST, spot on NBC's red Sundays, starting with Jan. 6, making that date also the starting point for a second 13-week run. Program uses 61 stations. Agency is MacManus-John-Adams, Inc.

Shell Eastern Petroleum has re-newed for Eddle Dooley's sports splels on 23 stations over CBS Sat-urday night. J. Walter Thompson agenting.

Sterling Products (Bayer's Aspirin and Phillips Dental Magnesia) has given CBS another contract for the Lavender and Old Lee's and Ac-cordiana' shows, with each renewal effective Jan. 1. Agency is Black-ett-Sample-Hummert, Inc.

Vick Chemical has renewed for the Plantation Echoes' thrica, week-by affair over NBCs blue, WiZs) loop. Willard Robinson's band stays, but a male quartet will re-place Midred Balley. Disc versions of the program will be continued on nine supplementary stations in the south, southwest and KOU, Hono-lulu. Csell, Warwick & Csell is the agency and Jean V. Grombach, Inc., the producer.

Venida products is arranging for a Saturday matines program on NBC. Donahue & Coe agenting.

Dr. Scholl's footpads is working n something for the Mutual Net-ork, with WOR, Newark, the orig-

Wax Works

Harry Earnshaw of the Earnshaw-Young Agency, has formed Earnshaw Radio Productions. It producting several disc programs recording at the Freeman Lang studies, Los Angeles.

MacGregor and Soille have made contracts with stations CJOR, CHWK, XFCJ, CDAC, CJOC and CJCA in Canada.

Horlick's blossoming out still far-ther with its Lum and Abner' show which is now on the Mutual system, covering WGN, WXYZ, WLW and

WOR.

Readying to record the program
for spots throughout the west and
southwest.

ABS' Bridgeport Stunt

Bridgeport, Dec. 17.

ABS invades Bridgeport, hitherto compistely monopolized by WICC of the Yankee web, with a remote special Thursday noon in advance of the world premiers of The Mighty-Barnum, opening Friday (21) at the Majestic.

(21) at the Majestic. Broadcast, emanuting from Barmur museum, reopened for the occurrence of the continuum museum, reopened for the occurrence of the continuum museum, reopened for the continuum museum matter gathing due for a long time. Mayor McLevry and papear, in film of the most on wacash, Sam Taybur, ABS film commentator, will me. Program was arranged by United Artists with ABS headquarters in New York. Understood to be on a good-will-basis.

New York Radio Parade

By Nellie Revell

Impresario Hanna of the Eno Crime Club broadcast is by way of being the De Mille-Stokowski of radio. Using trick overhead spots, wearing large earphones, waving his hands and spotting planes in rear of studio under weird lighting, Hanna is out-Bachering Bill Bacher.

Morpheus Wins

Morpheus Wins.

Phil Duey leaving the early morning B. A. Rolfe program. His evening nasisments keep him out too late while the Rolfe morning show rings him to studie too early. At present Duey works on Philip Morfes show which has a late repeat broadcast, Let's Dance, which runs until the wee hours, and Maghattan Merry-Go-Round. By the time he gets home to Larchmont he meets himself going to work.

Discovered

Kathleen Wells, ex-vocalist with Peter Van Steeden ork, is to be next find to sing on Lanny Ross' Log Cabin show at NBC. However, program will be in rature of final audition for Miss Wells. She is now being handled by NBC and Benton & Bowles have taken option on her voice. Doss she click on Log Cabin she is readled to join Showboat

Bule No. 5789 Didn't Cover Crisis

Ed Wynn's son arrived at NBC last Tuesday eve toting his pet dog to pose for photos with his dad and the dog. However, service men would not okay his entry since there is a house rule against admitting dogs to building. Even a frenied search among emergency passes revealed no form for special entry of dogs and there the long arm of service stailed, Finally the photographer, a gent from NY Times, hied timesit to press dept and where he wangled a photographer's pass which okayed entry of min.

Split-Second Stuff
Paul Whiteman ork had very had Thursday hat week. Band playing vaude which called for them to be at NBC to rehearse Kraft show at seven in morn. Then to theatre where they hibernated until nine p. m., when they caught bur to make broadesst. On way downtown with police secort there was a bit of a jam with a truck, though no one was hard.

Fan's Fidelity

Mrs. Juliet Delmar of Long Island is a fan among fans. For the past five months she has been attending every Thursday reheared of Showboat. Just a yen to see rehearedle. Is among first in studies and last out. Coming so often of late she is never atopped by pages now and sits additionally the members of cast between numbers. On busy days she brings her bundles with her. She yees home to Histen to broadcast.

Visiting Manhattan
In town: J. T. Ward of WILAC, Nashville; S. G. Persons of WSFA,
Montgomery, Ala.; C. W. Myers of KOIN, Portland, Ore; H. K. Carpenter of WHK, Cheveland; A. B. Church of KMBC, Kanase City; Tom
C. Gooch of KRLD, Dallas; Jerry Hoekstra, chief of KMOX, press; E. S.
Rogers of CFRB, Toronto; Mr. and Mrs. Edgar Wolfe of WBNS, Columbus; T. W. Symons, Jr., of KFFX, Spokans; Harry Butcher of CBS,
Washington; Messrs. Winger and Thomas of WDOD, Chattanooga; Tenn
and Carl H. McKenzie of WLBW, Erle, Pa.

and Carl H. McKensie of WLBW, Erie, Pa.

Short Shots
Rosalind Green, speaking voice of Showboat's Mary Leu, will be the annuorer and m.c. of new Linit all-rist show airing over CBS on Jan. 3.

George Heles and Howard Fetrie will do milding on Let's Dance, of the Carlon of the Master of the Maste

Scrambled Notes

Scrambled Notes

Sowell Sisters have been sipped from Crosby show with Mills Bros due on in few weeks. Meantime Bing will pad with guest stars. Helen Claire emoting on Roses and Drums' and Swift-Romberg show is now writing script for the Swift opus...Jimmy Cagney sick last week and missed some Lux rehearsals. ..Henry Herbert ork with WHN wire will replace Claude Hopkins at Roseland with Claude going trouping. .Silver Dust looking to clear time on Tues and Thurs so can air The O'Neille. Five times weekly stead of three. .Don Bestor at Arcadia in Phila may so into Rosesvelt Hotel after that engagement...Roy Campbell Swanes Singers of CoS go vaude at RKO. Routine will have choir using sololate from four different hands. Mildred Munson of Coburn ork; Bill Thorne of Chas Davis ork; Jean Ule of Irv Conn ork, and Eleanore Bowers of Mischa Gorner ork...Doug Connah is now-head-of commercial divisions of CBS press. .Leak Rule, ABS traffic ingr, once publisher of Toledo, O. Weekly Tribune...Carol Lee, once Voice of RKO before abe joined. RKO.

American Radio News Corp is now Hearst Radio, Inc... Frank Daly Ork at Meadowbrone with CBS whee going temping. Daly wome and operates club beside leading ork. Dick Fishall all American footballer at Syracuse, now being handed by Rockwell-Cirk Birshell has sports show titled Our Coach, aimed at youngsters. Hi Brewn has I shows per week on air. 'Gumps' and Little French Pentson on CBS, no Cap's Tom' on WOR. .Bob Sullivan of ABS press is nine-pound boy. .NEC Artist Bureau ser Peg LaCentra on CBS, no cott show. .Kelvin Keech to Bermuda for four-week vacash due timpy nerves. .Tom Terriss will 'Scroogs' at WOR on Xmas Day. Dick Bard from Radio Guide to special events staff of ABS. .CBS banned lyrie of Tel's Have Breakfast-.Lucille-Wall, inrotne of The O'Plynn' and Louis Hector, villain of show, are man and wife in real life. .Bayer Aspirin's Lavender and Old Lace' renewed.

Colored Singer Sponsored

Bob Howard, colored singer, on his first commercial over WINS, New York. Edwin Cigar firm spon-

Dally except Saturdays and Sundays at 6:15 o'clock. Howard also class in Jack Douglas Relatives program over same station.

Six-Year-Old Pianist

Oakland, Dec. 17. KROW has added a child-prodigy

age six, plays a quarter-hour classics once a week.

She's protegee of Norman-Pills-

AIR ADOPTS AMATEUR NIGHT

Contests Fall Off

Both contests and giveaways have taken an appreciable tumble on NBC. Although the first 11 months of 1934 accounted for 20% more accounts than for the like period of the previous year, the drop in the number of contests came to 30%. January-November stretch of 1932 saw a total of 46 commercials testing the skill and wits of the tuner-inners. So far this year the contest tally has been 33.

33. ring the first 11 months of '33 there were 149 regular offers, as compared to 136 for the like period in 1934. Eight NBC means have continued their sampling activities through '33 and while 54 clients have extended their giveaways over a span of

COMMISH OKES 10 POWER LIFTS

Washington, Dec. 17. With demand for better facilities continuing unchecked, the Federal Communications Commission, last week arbitrarily granted permission to 10 transmitters to up their operating strength and slated for hearing alx pleas for power boosts and

Increases authorized were WKBO Harrisburg, Penn., from 100 to 250 watts daytime; WMBF, Bingham-ton, N. Y., from 100 to 250 daytime; WKBZ, Muskegon, Mich., from 150 to 250 daytime; WIBU, Poynette, Mich. from 100 to 250 daytime;

Mich. from 100 to 280 daytime; KRE. Berkeley, Calif., from 100 to 280 daytime; KRE. Berkeley, Calif., from 100 to 280 daytime; WSUI, frow 600 to 1 k.w. daytime; WBIL, syracuse, N. Y., from 294 to 8.x. daytime; WKEB, East Dubuqua; Lill. Common 100 to 1 k.w. daytime; WKEB, East Dubuqua; Lill. Common 100 to 1 k.w. daytime; Applications carefed for examiners; WQDM, St. Albans, Vt., frequency shift from 130 to 1300 kc. and power boost from 100 to 1 k.w.; KUNG, Dubnam, N. C., frequency shift from 130 to 1 k.w.; KPOJ, Denver, D. C., from 500 to 1 k.w. daytime; Form 100 to 1 k.w.; KPOJ, Denver, Colo, from 500 to 1 k.w. daytime; F. N. Piere, Taylor, Text, new 85a-tion, 1310 kc., 100 water, 100 water, 100 km, 1

Nashville, Tenn., new station on 1370 k.c. 100 watts; E. F. Houser and Clyde Miller, Big Springs, Tex., witch the station on 1210 k.c. 100 watts; WTCN, Minneapolis, Minn. from I k.w. to 5 k.w. daytime; WIBA, Madison, Wisc., from 500 to 1 k.w. daytime

New Hoover Show for Mme. Schumann-Heink

Chicago, Dec. 17.

Chicago, Dec. 17.

Mmo. Ernestine Schumann-Heink
will be on in a new program series
for the Hoover vacuum cleaner
company starting Jan. 5 on a regular Sunday broadcast.
Before starting the series Mme.
Schumann-Heink will be a guest
star on the Dec. 22 show. Also the
new Sentinels Serenade program
will be Edward Davies for barttoning and Josef Koestner leading the
erchestrs.

CROONERS 6% OFF

About 30 Bookings so Far at Macy's Talent Dept.

Macy's new entertainment department, where milady can bool a hot orchestra or a tea-time fiddles and charge it to her account, getting its first work-out during the holiday season. Store is advertis-ing this new bureau in the dailies, making mention of the usual low rates which are an institutional

Teature.

Store's policy of selling merchandles at six percent cheaper than anywhere else in town, also in effect where crooners and tooters are concerned. Since no big names have been handled, this angle can be effect with a sellice of which are the call that are the selliced with a s

are concerned. Since no big names have been handled, this angle can be adjusted with ease.

About 30 deals have been made so far, with requests divided between entertainment for kid parties and cocktail sessions. Magicians, clowns and tricksters for the first administration of the second item. Department is located on the fifth foor with experienced bookers in charge to talk terms.

Bamberger's party bureau in Newark is also in operation now, but bix has been somewhat slower. Both stores plan to continue these departments after the holidays. WOR artists bureau directs the general negotiations.

Don Withvcomb **Too Expensive** For WLIT-WFI

Philadelphia, Dec. 17. Owners of WFI and WLIT, who recently merged their operations under the call letters WFIL, are still confering with NBC over selection of a man to become general manager.

Ponald Withycomb, NEC manager of station relations, had been tagged for the job, but understood negotiation—blew up—when—those concerned couldn't get together on the salary angle.

Withycomb is one of the best known executives in radio having started years are as Aylesworth's assistant. His present position at

Pastor Gets Paying Job

Pastor Gets Paying Job

Baltimore, Dac. 17.

WCBM this week takes on new
announcer in person of Raymond
W. Gooke, an active preacher with
a church and consegnation over or
hour program on commercial basis
which has been afring over WCBM
for past year. When secuting
around for a needed spieler, istation
thought of Cooke, who possesses
pleasing pipes, and the preacher
took up proposition.

Alls own daily commercial will
tram of day on station. Cooke will
then announce all the programs
through first halves of mornings,
not as a preacher and minus the
'Rev.' tag which is appended to his
mame on own commercial shots.

OLD THEATRICAL STUNT HAS BOOM

Stations Like Local Pro grams Because of Cheapness, Community Tie-Ups. Listener Check-Ups

SPREADING

business-getter in vaudeville and film theatres, is the newest cycle in radio production. Stations through-out the country are adopting the amateur stunt. Most of them have

amateur etunt. Most of them have local twists, some have sponsors, majority use a telephone or letter-writing gag for the vote. Prices very in character and value.

Station. WHN, New. York, has been conspicuous in starting the current vogue for the amateur shows. Although not the first on the air the manner in which Major Edward Bowes has built and handled his entertainment is largely responsible for the imitative enthusiasm.

siasm.
Amateur programs fit nicely into station conceptions of showmanship. station conceptions of showmanship. First the expense is slight. Second the community interest is keen. Third it affords definite proof of station listening by the telephone

sation listening by the telephone check-ups. Hearst organization will probably launch an ambitious amateur contest over WINS, New York, in the near future. This will be a circulation promotion stunt tie-up with Hearst's Evening Journal. Details are not settled and the nature of the prizes is unreported Employed and the prizes is unreported employed. And the prizes is unreported to the prizes is unreported to the prizes in the proported of the prizes in the proported of the prizes in the proported of the prizes in the prize of the prizes in the prize of the prizes in the prize of the

for, WINS what Major Bowes does for WHN.
One of the most thoroughly and deftly handled shows of the ameteur night attripe is the WGN, Chicago, arfair for Phillips 65 gaodine. Quinn Ryan, station manager-and imparts to the proceedings the light touch of showmankip by letting no one concerned take the thing too seriously. Historically the amateur night in vandeville or film theatres has always given cash prises as a balt, allowing the audiences to vote by applause. Usually 410 for first prize, has been minimum, even in the smallest jout with 45 -as second.

nas been minimum, even in the smallest spot with \$5 as second prize and \$3 as third. Rent-House

Rent-House Party is the monicker Rent-House Party is the monicker of a new Harlem program in prepa-ration over WMCA, New York, New sustainer comes as a follow-up of station's colored Amateur Night in Harlem, which has been growing

steadly.

Program to open with the jangling of nickels and dines on a tin
plate-as the guests arrive and paytheir divvy. Ralph Cooper, m.c. at
Apolio 125th Street theatre, down
for similar chores on new hour.
Orch and spot entertainment to be
worked around Cooper, Considerable impromptu plano playing to
figure in program, so as to catch the
read startom pure works.

figure in program so as to catch the read Hartem party angle?

Then each week one of the amateur contest winners, will win a place. This will come as a sort of official station recognition for the newcomers. Pauline Edwards among the first to be ploked for Russek's takes Mai, Bowes' graduate amateur hour. Stars of Tomor-

this bit.

Russek's takes Maj, Bowes' graduate amatour hour, Stars of Tomorrow after only one week's tryout over Wilki, New York. Period over Greathere months are selected as week's continuation of the months are selected over the months are select

Kaltenborn Gives Wash, the Lowdown On Crime and Radio Broadcasting

Grunow Show Back to CBS With Minn. Symph in Feb.

Chicago, Dec. 17.

Chicago, Dec. 17.

Grunow refrigerator is returning to the ether on the Columbla system early in February on a onceweekly shot with the Minneapolis symphony, directed by Eugene Ormandy, Grunow used the same talent set-up on its CBS show last year. Had also been scheduled for a CBS show last fall, but cancelled at the last minute with Chevrolet taking the allotted period.

On its new program Grunow will use a lighter type of music than formerly presented bosides adding. Ann Campbell, poetess of Detroit.

their first -extended air contract

Tie-Un Through Ballots Providence, Dec. 17.

Providence, Dec. 17.

Station WPRO, Cherry and Webb
Dept. atore station, and affiliated
with the American Foradcasting
Company, opened a series of amateur nights at the Metropolitan theatre Saturday night (15), as first
idea of its kind in Rhode Jaland.
WPRO is out to catch more commercial programs, and is using the
free show idea to sell contracts.
Shows conducted once a week on

mercial programs, and is using the free show idea to sell contracts. Shows conducted once a week on Saturday nights starting at 8 p.m. Station is advertising at 8 p.m. Station is advertising the stunt heavily through the newspapers and Sakery commercial sponsors. Cash prizes will be awarded each week to those taking part in the amateur nights. At the finals nearly \$300 cash will be awarded in addition to not week's radio engagement by the American Broadcasting Company. Stine is catching on like wildner-Pienty of enthusiasm being shown. Heretofore Providence has been pretty dead from a radio showmanship standpoint. Theatre seats around \$300 and fifth exhibitors naturally dou't relish the idea of having to compete with such a stunt.

having to compete with such a stunt.

Ken Whitmer, former band leader at Loev's State, has been hired to put the theatrical touch to the shows. Selection of winners will be determined by number of votes. Ballot comes with bread sold by New England Baking Company, or a reasonably drawn facsimile.

Store as Theatre

Store as Theatre
Akron, O., Dec, 17.
What is proving one of the most
popular radio programs at WADC
Is Amateur Night, aired twice weekly a haif hour every Monday and
Wednesday nights at 7:30. The station has secured a sponsor in the
Sun Radio Company and in its
allowcoma. These etwo. Jaileits. sandallowcoma. These etwo. Jaileits. sandteurs are given an opportunity to do

snowrooms these two lights and their stuff.

It was another and other stuff.

announcer and other members of the starf are at the store to handle the program and the store provides a force of telephone operators to answer calls. Listeners are lawted to call the store and are lawted to call the store and other press their opinion of the best turns. They are also invited to sond letters to the store which count as votes. Cash prizes are awarded the best acts each week. At the conclusion of the tryout series a program will be made up of the best taient and sired over the "station and a grand prize given for the act voted best.

Sustaining Start

Rochester, Dec. 17.

WHEC, Rochester, Is trying out yaude's old amateur nite idea. Starts as assistaning feature Dec. 17 with a week's bally to call in the amateurs and get the public interested.

Gunnar Wilg, general manager of the station, serves as announcer and m.c. Idea is to make it as near like the theatre atmosphere as possible with everything but the book.

Washington, Dec. 17. Co-operation between commercial proadcasters and police age was brought to the attention of Attorney General Cummings' tional conference on crime last week by H. V. Kaltenborn, radio news commentator.

Doubting the social value courtroom broadcasts and deplor-

Loubting the social value of courtroom broadcasts and deploring too exciting orime dramas, Kaitenborn predicted radio will play an increasingly important part in the prevention of crime and apprehension of criminals, but demanded that broadcasiers be given tine right to determine the manner in which the industry will co-operate with government authorities. Although the number of the property of the country and the property of the property of

operations. Every radio listener feels him-vself to be a potential detective and
he enjoys nothing better than an
opportunity to exercise his talents,'
the commentator remarked. Whenover a broadcasting station sends
by the polles it largely in wanted
by the polles it largely meaning the
connection of Researchilify.

Connecting of Researchilify.

Conscious of Responsibility

Conscious of Responsibility
Discussing importance of manner
in which radio handles crime news,
Kaltenborn contended broadcasters
are consolous of their responsibility
and described care with which the
Press Radio Bureau edits and
selects bulletins and tries to restrict.
orime flashes. He pointed to the

(Continued on page 44)

Avon Acoustics Cost CBS Coin For Bands Okav-

OBS has had to invest an additional several thousand dollars in its Avon theatre studio in order to perfect the acoustics of the auditorium. Bands broadcasting on commer-

cial programs from the spot com-plained that the reverberations prevented them from producing best of impressions on the loudspeakers

was the later of the two Avon was the later of the two Times Square legit houses taken over by the network to provide clients with show places for their Ave

RUTHRAUFF & RYAN DROP CHI AIR DEPT.

Cheage, Dec. 17.

First agency to dismante its radio department aince the ether has become a factor in advertising! is the Ruthrauff and Ryan office here. Is doing away with an ether department which has been in existence for several years.

Lack of radio production here is the reason for the slough-o. In the past year has concentrated pretty much on Dodge auto radio programs but with Dodge halting compalgns for the time being the local agency has little more than some announcements.

Agency's New York office recently jacked up its radio personnel ap-preciably.

New Business

PHIADELPHIA

Mateon to Pres treastly college), spot announcements for indefinite period. Placed direct. WPBN.

Ed-Phene Labe (toothpaste), apot announcements for 52 weeks. Placed of the control of the college of the

WIP.

Phillip Packing Co., six periods weekly, starting Nov. 3, 1934, expiration indefinite, Uncle WIP program.

con meeninte, Uncle WIP program.

Whigh Periolcum Co., two dwnmainte periodas starting, Nov. 12,
1894, expirer February 5, 1935, Major
Broadcaster, WIP.
John Morrell. Oo., six periodaweekly, starting December 3, 1934,
Program, WIP.
Horis Mueio Store, two periodaweekly, starting Dec. 2nd, expires
Dec. 24, 1894, spot amouncementa.

Oscin Letters Bana Conf. C.

weetly, starting Dec. and, expiraDec. 24, 1933, spot announcements.
Dec. 24, 1934, spot announcements.
Ocen Letters Sons Cod Co., threeperiods weekly, starting Nov. 29,
1934, expires Nov. 20, 1935, weather
reports. Will the Production, six conquarter hours weekly, starting Nov.
Sth. canary bird programs. WIIP.
John Davis Company, six periods
Sally, starting Nov. 19th, expiration
indefinite, Man About Town. proserving the Company of the Company
Irma Coleman Beauting Preparations, one-quarter hour weekly,
starting Nov. 9, 1934, expiration
indefinite, spot announcements. WIIP.
Ohids's Recturent, Cour one-quarter hour periods weekly, starting
Ohids's Recturent, Cour one-quarter hour periods weekly, starting
Ohids's Recturent, Cour one-quarter hour periods weekly, starting
Ondo Son One One Office Notes of Court oneperiod court on Court onemote court of Court oneperiod court one
No. 1994.

moto control from Ginstam Club WiF.

MiP.

Adam Hat Stores, Inc., one hour weekly, starting Nov. 3, 1984, for 38 were control from Ginstam Club WiF.

Boundary Hat Stores and Starting House, with the control of the co

ments. W.P.
Theodore F. Seiffert, six periods
weekly, starting Dec. 8th, expires
April 3, 1985, spots an Town Tatter
and Magazine of the Air. SalesmanElkins. W.P.
John Middelton & Sons, three pe-

and Magazine of the Air. Salesman-Bikins, WI. P. John Middelton & Sonis, three pe-John Middelton & Sonis, three pe-ticon Missey Carting Dec. 11th, Home Missey, Sarting Dec. 10th, ex-plical weekly, starting Dec. 10th, ex-plication indefinite, spot announce-ments, Magazine of the Air and Town Tattler. WIP.

Widsh's Furniture, alx periods, the Air and Town Tattler, with the Air and Town Tattler. WIP.

Widsh's Furniture, alx periods, and the Company of the Air and the Missey of the Air and Town Tattler. WIP.

Widsh's About Town Westminister Theological Seminary, one-half hour weekly, starting Jan. 6, 1985, expiration April 28, 1935.

Name of the control o

minute program, 13 times, beginning Dec, 7, Placed by Mac Wilkins and Cole Agency, KGW. Oregon Institute of Technology, 5-word announcement, 13 times, be-ginning Dec, 26, KGW. Smith Greeting Care Company,

siminis Tose 28. Market and the Someth Creeting Card Company, five minute program, 13 times, beginning Dec. 7. KEX. Western States College, 15 minute programs, 20 midsys, one year, beginned to the company, five minute program, 13 times, beginning Dec. 6. KEX. Market Something Dec. 6. KEX. Market Something

KEN.
Reingold's Jewelers, five minute,
13 times beginning Dec. 8. KEX.
Fred Bell, jeweler, announcement
service, beginning Dec. 25. KEX.
Kraft's Grocery, announcement
service, beginning Dec. 25. KEX

Ardy's Grocery, announcement service, beginning Dec. 25. KEEX.

FORT WAYNE

Mandarin Cafe, nightly series of 15-minute programs for indefinite period. WGL.

Trionen. Baironin. nightly series of the control of the con

Dodge Motor Co., to use night spot announcement. Placed By Ruthrauff & Ryan, KNX. Dr. Frank B. Robinson, Sunday 4;00-4:39 Jnn. disc. Frychians. Dr. Frank B. Robinson, Sunday Dr. Robinson

Dr. Frank McCop, 900-9:18 night. Dr. Frank McCop, 900-9:18 night. by except Sunday starting De. 27 for one year. Placed direct EXIX. General Paint Co., Tuesday 3:26-3:30 pm., Feminine Fancies. Placed by N. W. Ayer. Columbia Don Lee Coast network.

9.30 p.m., Pennine Fancies, Placed by N. W. Ayer. Columbia Don Lee Astolemic, Sunday 9:30-10:38 am., Sunday Morning, Bresichnet Club. Placed by R. H. Alber, L. A. KHJ. Godssart. Cosmetigues, Saites Corp., Sunday 2:30-2:45 p.m., History of Perfume, musical and dramalic. Placed by Glasser Agency, L. A. Wegner Jackson, Co., Monday, Wednesday, Thursday 1:00-1:16 pm., 'Inside Stories.' Placed by Millton Weinberg, KHJ. — Gloše Outfitting Go., Tuesday to Priday Inclusive, 5:00-5:18 pm., 'Santha's Toylown Tales.' Placed by Dake-Johanet Agency, KHJ.

West Districting Company, daily series presenting Problem Counselor type of program in Italian for period of one year. WOV.

Kejstone Macaroni Oom pany, daily series of comedy skits, with Angelo-Gloria Players, for 13 weeks.

WOV.

dally series of comedy skits, with Angelo-Glora Players, for 13 weeks, Angelo-Glora Players, for 13 weeks, LoPerla Coffee Company, product of Fillippone Company, presenting operata flashes, three times weekly for 28 weeks. WOV.

Electric Refrigeration Sales Company, the Lominute periods per periods of the company of the

Sun Radic Co., 7:30 till 5:30 every Monday and Wednesdey, night, and teur night, local talent, cash awards to those judged the best determined by phone calls and fan mall. WADC. A. B. Polsky Co., Noonday Interlude, 30 minutes every Friday, 13:30 minutes every Friday, 13:30 minutes for many free and his Ensemble, with Maria Wehner, solo-study with Maria Wehner, solo-study free from minutes fro

Reading Shoe Co. 15 minutes weekly, starting Nev. 22, 1334, EMO's Movie plroadcast. WIP.

PORTLAND, OREGON

Moon Give Coemetic Company, 25- word announcements, started Dec. 13, WPEI, Studchaker Corp. of America, 12 word announcements, started Dec. 13, WPEI, Studchaker Corp. of America, 12 word announcements, started Dec. 13, WPEI, Studchaker Corp. of America, 12 word announcements, started Dec. 13, WPEI, Studchaker Corp. of America, 12 word announcements, started Dec. 13, WPEI, Studchaker Corp. of America, 12 word announcements, started Dec. 13, WPEI, Studchaker Corp. of America, 12 word announcements, started Dec. 13, WPEI, Studchaker Corp. of America, 12 word announcements, started Dec. 13, WPEI, Studchaker Corp. of America, 12 word announcements, started Dec. 13, WPEI, Studchaker Corp. of America, 12 word announcements, started Dec. 13, WPEI, Studchaker Corp. of America, 12 word announcements, started Dec. 13, WPEI, Studchaker Corp. of America, 12 word announcements, started Dec. 13, WPEI, Studchaker Corp. of America, 12 wreather than the started Dec. 13, WPEI, Studchaker Corp. of America, 12 wreather than the started Dec. 14. WREI, Studchaker Corp. of America, 12 wreather than the started Dec. 14. Wreather than the st

ing Sunday; began Nov. 1. Through Salinger & Publicover, Boston. WNAG. Kay Jewelry Company, 68 15-word announcements, four daily, including Sunday; started Dec. 7. Through Sunday; started Dec. 7. Through Sunday; started Dec. 7. Through Thomas Fundam, 14 15-word an-WNAC.
Thomas System, 141 15-word announcements, two daily; started Dec.
Through Harry M. Frost, Boston. WAAB.

ton. WAAB.

BRIDGEPORT

Deschirst Dairy, Jewish song program, Cantor Luis Rosen, Julius Chernoff, piantst, Sundays, 12:30
p.m., four-week contract, privilege renewal, WICC, mecaroni), Italian

Bass, for from WOV, New York, 1
p.m., Sundays, WICC,

Bennors Shoe Stores, Derby Dance

Marathon, 16 minutes daily at 5:15
p.m. WICC.

Seminoid Spare Oo. Christmas

Mondays, Wednesdays, Fridays, at

1:56 p.m. WICC.

OMAHA, NEBRASKA

OMAHA, MEBRASKA
Alomito Deiry Co., 15-minute
transcription program daily, December 11-28. KOIL.
Burlington Buz Lines, five minute
of the control of the cont

times per week, Dec. \$, 1934, to December 2, 1936. KOLL announcement-daily, Dec. 12 to 31. Placed through Reincke-Ellis-Youngereen & Finn, Chicago. KOLL Arberts, near's shop, ennouncement once per week; began Nov. 30 till Arberts, near's shop, ennouncement daily, Jan. 1, one year. Through the Blow Asency, New York. KOLL. As an announcement once per week; began Nov. 20 till forbid. KOLL. Hanley Merchandise Co., three announcements per week; Nov. 36 to Dec. 28. KOLL. Hanley Merchandise Co., three announcements per week, Nov. 36 to Dec. 24. KOLL. Tröhera. department store, 15 minutes daily except Sunday, Banta Claus period. Nov. 30 to Dec. 24. KOLL. Thomas Mighatine, and the store, 15 minutes daily except Sunday, Banta Claus period, Nov. 30 to Dec. 24. KOLL. Thomas Mighatine, and Mighatine, an

periods during December, epoposoing broadcacet of wrestling matches.

KOIL.

Martha Washington Oandes, Eil.

Sheets Co., nanouncements three
tools.

ECOLL.

Mason Clothing Co., three announcements per week, Nov. 5 to
Jan. 4. KOIL.

Jan. 5. KOIL.

Jan. 5. KOIL.

Jan. 6. KOIL.

Jan. 7. KOIL.

Jan. 7. KOIL.

Jan. 8. KOIL.

Jan. 8. KOIL.

Jan. 8. KOIL.

Jan. 8. KOIL.

Jan. 9. Week, Jan. 9. year
from Nov. 8. KOIL.

com Nov. 8. KOIL.

Capital Drug Company (Dr. Kinsmark Ashmas Remedy). Augusta,
Man Ashmas Remedy). Augusta,
Man Ashmas Remedy Ashmas Remedy Augusta,
Man Ashmas Remedy Remedy Ashmas Remedy Ashmas Remedy Ashmas Remedy Ashmas Remedy As

wLS.

Wi.s. SALEM, OREGON

Aome date Wrecking Company, 15 minute program, three times weekly, one month. KSLM minute program, two times weekly, three months. KSLM minute program, two times weekly, three months. KSLM minute program, three times weekly, three months. KSLM minute program, three times weekly, three months. KSLM minute program, three times weekly. Hollywood Theater, 80 minute program, weekly, three months. KSLM minute program, three times weekly. The minute program, three times weekly willey Packing Company, 30 minute program daily, three months. KSLM.

Zosel Tire Tompany, 30 minute program daily, three months. KSLM.

Zosel Tire Tompany, 30 minute program, six times weekly, three months. KSLM.

Zosel Tire Tompany, 30 minute program, six times weekly, three months. KSLM.

ZOSEL TIRE TOMPANY, 30 minute program, six times weekly, three months. KSLM.

months. KSLM.

Knoz Company (Cystex), Kansas City, Mo., five 11s-mfunute Orphan Annie transcriptions per week for 54 words of the control of

Tulsa Camera three announcements per day for three announcements per day for two weeks. KTUL.

Gray's Diamond Shop, three announcements an page 40) (Continued on page 40)

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

Outstanding Stunts

GOOD DEED JAMBOREE KSTP, ST. PAUL

BEDSIDE BROADCAST GIMBEL AWARD TIE-UP WIP, PHILADELPHIA

Making Junior Cherubio

Making Junior Cherubic.

KSTP's Good Deed J.St. Paul.

KSTP's Good Deed J.St. Paul.

which 5,000 kids are guests in a Twin (Minneapolis) Cities double party, is the biggest stunt radio's ever attempted here. Minneapolis Cities double party, is the biggest stunt radio's ever attempted here. Minneapolis Cities double are supported by the state of the state proceedings in 15 minute air lamboress, from 10.45-11.00 a.m.. radio and party from 2.50 to 11.00 a.m.. with 1,100 kids attending. Minneapolis Orphoum will hold its party for 2.500 Mill City for 1.500 minute air lambores, from 10.45-11.00 a.m.. with 1,100 kids attending. Minneapolis Orphoum will hold its party for 2.500 Mill City of 1.500 minute of 1.500 minu

WIP's Smart Stunt

WIP's Smart Stunt

WIP's Smart Stunt

One of the neatest bits of shows staged by WIP in cooperation with the parent Gimbel Brothers gives ticing in with the Gimbel Brothers gives ticing in with the Gimbel Brothers gives ticing in with the Gimbel Award to Mrs. Frankilin Rosevelt, as the nation's outstanding woman of 1984.

Station stretched wires to the store's restaurant where over 1,200 guests, members of the city's (and nation's) elite, gathere over 1,200 guests, members of the city's (and nation's) elite, gathere over 1,200 guests, members of the city's (and nation's) elite, gathere over 1,000 guests, members of the city's (and nation's) elite, gathere over 1,000 guests, members of the city's (and nation's) elite, gathere over 1,000 guests, members of the city's cutstanding woman. Press totaled \$2,000. Show was piped to the full \$2,000. Show was given to a piped full \$2,000. Show was actually grabbed by the Fhilly dailies, some papers running for and five-cofurm articles of the full \$2,000. Show was actually grabbed by the Fhilly dailies, some papers running for and five-cofurm articles full and full \$2,000. Show was murrey Arnold. Deginning, his initial week at WIP as publicity chief.

The Duke's Marriage

The Duke's Marriage

The Duke's Marriage

Duke of Kent-Princess Mariand wedding breess Marian wedding breess Marian wedding breess Marian wedding breess to one of the largest audiencest to one of the largest audiencest to one of the radio, was effected by the British Broadcasting Company, which linked the whole world to Westminster Abbay on the morning of that immerciphones were installed an impropriations for the occasion occupied over tions for the occasion occupied over tions for the occasion occupied over tions for the procession of the briefs from the main entrance along the nave, where the bridgeroom was waiting. If the microphones were placed at regular intervals along the nave, where the bridgeroom was waiting. If the microphones were placed at regular intervals along the nave, where the bridgeroom was a marine of the procession, and another installed for the organizer in the crypt. His principal, job was to fade out.

and in, so that the two receiving apparatuses would blend. Howard Marshall, the B. B. C. principal commentator, was placed on the roof of the Westminster Hospital (opposite the Abbey) with a cable direct from his to the cryptical commentation of the westminer of the commentation of the work of the commentation of the comment

hearsed with section of the R. B. C. and co-sperated with the B. B. C. and co-sperated with the B. B. C. and Over 100 miles of cable was necessary of the control of the co

Elke-KDYL Tie-Up Salt Lake City

Elks-KDVL Tin-Up
Saft Lake City.
KDYL, NEC outlet, is tied up, with the local Elks dub in their Xmas club to rales to east to the control of the control of

about 20%. The money raised goes for clothes for needy children.

KTSA's Trading Post
San Antonio
RTSA has rowing Post
San Antonio
RTSA has rowing post
non time atring of the Thus
Wenglers into a Trading Post perriod to garner goodwill.

Atmosphere of this spot is that of
the 50d lime trading post, seneral
the 50d lime trading post, seneral
side of talent. Visitors are requested to let station know what
they have to trade-sutromobiles,
radios, stoves, kitchen sinks or anycether with what owner needs in
return on the swap is aired. Listeners who have the required article
wanted in return mail in queries
which are sent the owner who bariew who have the required article
wanted in return mail in queries
which are sent the owner who bafow.
Service is absolutely free and
considered worthwhile goodwill
builder-upper. Station is guarding,
sagainer possible squawks from per
aprior claim to something that has
aiready been barriered by keeping a:
closs check on post marks of letters
received in reply to announcements.
Frogram, combines entertainment
at least locally.

It's a new idea,
at least locally.

Puppetry Contest
St. Paul.

of country.

Puppetry Contest
Paul.
Judges are huddling to pick the
prise winners in KSTP's contest in
puppet making and puppet play
writing, which closed Wednesday (13).

It is a supper play
writing, which closed Wednesday (15).

Example of the closed Wednesday (15).

It is minute programs, conducted by
Mrs. Deborah Meador, St. Paul, national authority on phypetry.
Weekly shot pulled a large following. with classes formed in
public libraries.

Example of the content of the
patterns and literature. Prize winners' creations will go on exhibit
at the St. Paul and Minneapolis
public libraries.

Grunt-by-Grunt

Grunt-by-Grunt

WMT In broadcare

WMM In broadcare

while the suspended a microphone
on a rope and pulsy over the center
of the ring. Mike was lowered immediately before the fight to catch
the instructions given out by the
referes. Later it was lowered again
to capture the actual sounds of the
Max Easer opened the broadcast
with a few remarks before the exhibition which was staged by Buddy
Baer. Anell Hoffman also on for
introductory patter. Charles Gussman down to handle all fight airlings for the rest of the winter season.

Times-WNEW Hookup
New York
New York Times has okayed a
publicity tle-up with station
WNEW. A Lost and Found prosram will be broadcast daily by
the station using Times Items. In
turn there will be a credit line at
the head of the classified division in
the time is exceptional because of
the Times exceptional because of

Stunt is exceptional because of the Times extreme conservatism. Ed Fisher effected the deal for WNEW.

Brooklyn Eagle's determination to go radio if and when Washington approves, would place Burgess Nes-bitt into the president's chair. Nes-

bitt was formerly with Baron Col-

lier and Artemus Ward company.
Others slated for executive posts in
the tentative line-up include: M.
Preston Goodfellow, publisher of the
Eagle, vice-president: William V.
Hester, treasurer, and Ellen A.
Dockery, secretary. The last two
hold similar positions with the sheet.

C. D. Isaacson, formerly identified with the Brooklyn threesome, WARD, WLTH and WVFW, and now acting as builder-upper for the paper's plea, also to be placed.

Other promises include the erec-ion of a modern station on the top oor of the Eagle's building, install-

tion of a modern station on the sopneor of the Eagle's building, installing new equipment and operating in
the most efficient way possible. Foursites under consideration for the
transmitter site.

Paper plans to get behind the station editorially as well as financially
in serving the Brooklynites. One of
the major moves is to cut down the
foreign programs which now ficed
the borough channels: Twelve hours
would be allotted for this feature,
but no more. Over 65 hours foreigntongues now attecthed cut between
the various stations.

Music standards is another item
to be raised. A new commercial

anusic standards is another lifem to be raised. A new commercial code would be worked out also. All of these to go into effect if the Washington committee says oke. Call letters would be either WBE or

WHDE.

Nothing is expected to be settled in the Brooklyn mixup, however, unit March 1. Briefs, will be submitted again on Jan, 21 with another rehashing of the situation following in order.

Improbable Broadcasts

No. 1-Skippy Rescues the United States Marines

By Rob Landry

Sound effect—Lion's roar,
Announcer—Skippy is on the Air,
The Lion Boy. Strong as the King
of the Jungle, with muscles like
steel girders and a blow like a tree
jungle. But first let us hear from skippy himself.

Sound effect—Hello, fellows. They call me the Mon Boy. I guess I am pretty strong. And do you know you want got so strong. By drinking tree quarts of malted sawdust every day. And, fellows, it's mighty piece to the work of the mean way and with a strawberry lee cream sods, and you hardly notice that the work of the w

the taste.

Announcer—As Skippy told you, if you mix your malted sawdust with strawberry lee cream; soda you'll hardly notice the taste. But new on with the story. Skippy, in response to lan urgent summons from the story of th Announcer-As Skippy told you

Skippy-Whre's the prince? Little Orphan Annie That's what

Skippy-You think he's been kid

Annie-Yes.

Skippy—Let me get this straight

ton think he s been addapped you think. Annie—Yes, yes, so I think. I do. I do so think.
Skippy—How? Why? To what do you attribute this amazing thought of yours.
Annie—I have received a communication.

sleation.

Skippy—Declare the nature of this communication.

Annie—I read quots we have the prince you can have him back for fifty thousand yen two per cent off for cash ten days stop do as we say or we will deduct the prince's head from his neck unquote signed Chinese-Chanle.

Skippy-Chinese Charlie. From

Skippy—Chinese Charlie. From blim it is. Indeed, it is. Annie—Who la he?

Skippy—He 'Is sornetimes known as Charlie the Chinaman. A cool fellow. Yes, a fellow of considerable coolness. I will phone the United States Marines. Hello, is this the United States Marines? This is Skippy. The Lion Boy. Take a letter. To Lieutenant Jack Armstrong, the All-American Boy. United States Marines Secret Service Division Care of General, Dollvey, Peep-Peep, China. Dear Armstrons. Keop an eye peeled for Chinese Charlie, also known as Charlie the Chinaman. He is suspected of kind. Chinaman. He is suspected of kid-chinaman. He is suspected of kid-napping. Prince Mdivani stop Little Orphan Annie anxious to get prince intact Hudson. High expects every Marine to do his duty signed Skippy Number 32456. Annie-Skippy, how can I thank

Annie—Skippy, how can I thank you?

Skippy—Utter no syllable of hearfelt appreciation. It is a mere nothing. The United States Marlines, will bring back the prince. Yes, and Chinese Charile, too.

Orchestra—American Patrol.

Announcer—But it is not as simple as Skippy, the Lion Boy, thinks. Chinese Charile, is velly velly clever. Presently a message comes to tell Skippy that Jack Armstrong, the All-American boy, not on the trait of the Chinese Charile, has disappeared and the United States Marlines have also shown that the Chinese Charile, has disappeared and the United States Marlines have the Skippy—I'm afraid I won't be able to have that second oup of tea. Princess Mdivani. I have just received word that Jack Armstrong, the All-American boy, has disappeared and the United States Marlines are ambushed. I shall really have to attend to this matter personally.

Annie—That's quite all right, Annie—That's quite all right,

Annie—That's quite all right, Skippy. I understand. Skippy—I'll just take an airplane by to Peep-Peep and dispose of this

Sound effect. Hum of an airplane

motor, Sound effect—Lion's roar, Announcer—Now we'll see some action. Push up close to the loud-

speaker, children and don't miss a word. Skippy the Lion Boy is going into action. And remember going into action. And remember kids, you, too can be like Skippy and have muscles like steel and a sock like a Planter's Punch if you orink three quarts of maited saw-dust every day.

Sound effect-Telegraph ticker. Sergeant Flagg-Hurrah, hurray this message says Skippy is on his

Sound effect—United States Ma

Sound effect—United States Ma-rines Cheering.
Sergeant—That means we're safe
But poor Jack Armstrong, the all-American boy, I have my doubts.
Sound effect—rife fire.
Sergeant — Save your bullets
men. We must hold out unti

Skippy gets here.

Sound effect—aeroplane motor.
Sound effect—Lion's Roar.
Sound effect—United States Ma-

Sound effect—United States Ma-rines cheering.
Sergeant Flagg—Gee, Skippy, with you here we sure feel better. Skippy — Where's Jack Arm-

eant—They got him in th

Sergeant—They got him in the haunted castle. Skippy—You fellows stay here: Sergeant—Where are You Golns? Skippy—To the haunted castle. Orchestra—Haunted Castle mu-

Skippy-Who's that?

Skippy—Who's that? Sergeant—It's me. Sergeant Flarg: I came along: Skippy—There was no need for that. For that no need there was. Sergeant—I know. But I thought maybe I could hold your coat or something when you started giving Chinese Charlie that iton boy

Skippy—All right, all right. You can hold my coat if it looks like e action

some action.

Sergeant—Gee, thanks, Skippy.

It's white of you.

Skippy—Hello, what's this. It's
dark in here. Light a match.

Sergeant—It's a hand.

Skippy—It's Jack Armstrong's
hand. Now we're getting somewhere.

hand. Now we're getting somewhere.
Sound effoct—thosts.
Skippy—Let's look around for
the other hand...hello, what's this,
why it's Jack Armstrong's color.
Sergeant—Some more of Chinese
Charile's diabolical work.
Skippy—And here is Jack Armstrong's ears.
Sergeant—This is pretty bad.
Skippy — Most regrettable. If

Sergeant—This is pretty bad.
Skippy - Most regrettable. I
siways liked Jack Armstrong, the
all-American Boy, Bobby Benson.
Of the Bar X Ranch, will be sorry
to hear about this. If we had a
wheelberrow we could get all of
the all-American boy.
Of these Charlie—So. You have

come. Skippy—Chinese Charlle you shall pay and dearly for this night's may-

Chinese Charile—On the contrary Jack Armstrong was only the anti-past of my banquet. I have reserved you for the main dish. Skippy, this time you are trapped and eahnot escape. You are surrounded by an angry mob of Blackett Sample and Hummert office boys. They will dismember you and make a fine stew out of you—all full of blood and gore. Skippy—Skippy is never trapped. Never. Xou-do not know Skippy—I am the lion boy. Do you see this object which—hold in my hand?—Chinese. Charillo—(trembling). Chinese Charlie—On the contrary

What is it?

What is it?

Skippy—It is the RCA Planetary
Cathode calsiminer. It will blow
this entire mountain from here to
the Philippine Islands which is on
United States soil.

Chiness Charlle—Hay, nix on
that, You can't pull that Buck
Rogers stuff on this program.

Skippy—Here goes. Duck Sergeant Flags, I am covering you
with the Skippy Patented Exploslon-Insulator.

sion-Insulator.
Chinese Charlie-No. No. You can't pull that stuff on this pro-

ram. Sound effect — pandemonimun, eries A, B and G. Sound effect—United States Ma-

Sound effect—United States Marines cheering:
Sound effect—Hon's roar.
Announcer—And that's how.
Skippy rescued the United States
Marines but unfortunately arrived
top late to save Jack Armstrong,
the all-American boy. Chinese
Charlie and his bandits were burst
into small bits of griete and bone
so that hardly an eye or a finger
could be found. It turned out that
Prince Mdivant waen't really cap-

Measuring

Morton Downey and the new talent which succeeds the original show on NBC for Carlsbad Sprudel Salts has a

Carisona Spruce: Saits has a definite goal to shoot at. Previous show drew 1,500 letters a week and the sponsor wants 5,000 letters weekly as a range of micress.

FLECTRICITY SEEKS PUBLIC GOOD WILL

Philadelphia, Dec. 17. Philadelphia Electric Company acting as agent for the Nat'l Elec-trical Association, piped an audi-tion to N. Y. last week for a prospective good-will CBS wel

tion to N. Y. and week for a prospective good-will CBS web show:

Batoning a 30-piece unit was Sylvan Levin former and conductor Sylvan Levin former and conductor Stockwesk. Alex Gray yot star billing, with Ruth Carhart, Four abowmen Quartet and Florence Ridgy warbling. Latter gal, a Curtia Institute student, moved from her air debut two nights before (12) on a WCAU amateur show to the network audition.

It is expected that the Electrical group will originate the coming program from Philly, with the above coterie probably to sign for \$2 yweeks. Show is an ho, from last spring, N. W. Ayer is producing.

Cemetery Biz Good

Cemetery Biz Good

Battimore, Dec. 17.

Moreland Memorial Park, local cemetery lot, which for past year-has maintained a more web and the manufacture of the more part of the mo

Brooklyn Eagle Has Radio Plans Worked Out in Detail with Big 'If'

Corn Cob Pipe Club Goes On WRVA, WLW, WOR

OR WKVA, WLW, WOR.

Richmond, Va., Dec. 17.

Corn Cob Pips Club of Virginia, WRVA show, went on a bi-weekly schedule Doc. 19.

WRVA carries the program at 8 pm. Mondays and WLW. Cincinati and WOR, Newark, air the second edition of the program on Monday at 18:30 p.m.

monday at 10:30 p.m.
Program originates at WRVA and
advertises: Larus & Bros. company, makers of Edgeworth Smoking tobacco and owners of the sta-

WAIII Barn Dance Draws 4.200 Paid Admissions In First Month at 10-20

Columbus, Dec. 17.
WAIU is newest station to try a
barn dance. In four weeks 4,200
paid admissions proves it's a good
ides, Held at Columbus auditorium,
on river front, Saturday, night barn
dance gives one hour broadcast,
starting at 7,46, with dancing to

midnight.

Montana Meechy's cowboy band turnishes show backing and dance music. Radio hour sponsored by Texas Crystals. Acts are Cowboy Joe. Horseshoe Mike and Little Ann, with Meechy working as m.c. Prices are 19-20.

San Antonio, Dec. 17.

KTSA, local outlet for CBS and SBC, Tuesday (11) jumped its day-time output from 2,500 to 5,000 watts which gives the station additional coverage.

tional coverage. Night time output of 1,000 watts

KTSA Steps Up

other rehashing of the situation fol-lowing in order. Battle takes in the stations of WARD, WLTH, WVFW and WBBC. The first three, now running under a single roof, are the main bones of contention in the tussle. Practically everyone and anyone wants to come in and absorb this outlet. Bulova and Winston, part owners of WNEW, among those putting in a-bid for the spot. WEVD now shar-ing time with WBBR, Watch Tower Foundation station, and WHAZ. Renseasseslaer Folytechnic station, also endeavoring to get full time. G. N. Hill, examining officer at the hearing. PHILLY AUDIENCE SHOWS REVEAL AN INCREASE

Philadelphia, Dec. 17. Philadelphia, Dec. 17.
With audience broadcasts having been nonentities in Philip, town
has suddenly gone nuts anent visual
programs. Has been usual here that
the only public aircasts available
were the visual ones done in conments with home accomment a batter were the visual ones done in con-naction with home sconomics patter for the gals, an occasional commer-cial, and an infrequent visit by some out-of-town production show when playing a local theatre. Now the list is up to more than a dozen local commercials, and sustainers, one aired from 6,000-seat house and several others from nitery floors. Latest to Join the parade were the-Pep Boys show via WCAU with Vincent Travers ork, plped from the band's hotel spot at the Pennsyl-vania twice-weekly, and the new Renault Champagne aircast through WIP from Lee Zollo's Ben Frank-

WIP from Leo Zollo's Ben Frank-lin Hotel position, also a brace of ots each week.
At the WCAU auditorium, the

At the WCAU auditorium, the situation is programming many-public shows, among which are the new Esslinger Beer programs with Jan Savit's band using the amateur-night idea, the studie's daily Women's School of the Air with visiting state celebs, and a host of sustaining variety shows for which the station makes frequent plugs for a weekly audience group. Local yokels weekly audience group. Local yokels have, taken to the free station admish like ducks to water, but it is singular that the pooper shows are lacking in anything but a handful. Philly listeners, so close to New York, have become accustomed to the better typs of showy and return the better typs of showy and return. the better type of shows and refuse to bother with hodge-podge pro-

Dan Lussier, former assistant dramatic editor of the Seattle Times, has been signed by KTAB. San Francisco, for script work.

Dallas, Dec. 17.

Keen competition exists between two regional networks; for supremacy in the couthwest territory. Struggle is between the Southwest Broadcasting System and the Toxas Quality Group. Grieg-Blair & Spight represent the Southwest web and Edward Petry company the Texas Quality web.

Entire southwest district is considered a money land at present due to the Tennessee Valley project and the easy money situation which exists throughout the section. Spot and national advertisers are finding

and national advertisers are inding the district a fertile territory for new business and testing of new

new business and testing of new products and programs.

Behind the radio situation are some of the daily newspapers of the Texas territory. Especially is this so in Dallas, the key to the entire setup of both regional networks. On setup of both regional networks. On the Petry, list in Dallas-there is WFAA, which is controlled by the Dallas News, while the Greig-Blain station is KRLD, owned and oper-ated by the Dallas Times-Herald. Fetry list has also the Ft. Words From the Company of the St. Company Greight St. Company of the St. Company Grey St. Company of the St. Company Dallas Times and KPRG the Petry web has only one other sts.

Petry web has only one other sta-tion, WOAI in San Antonio for a network of four stations.

network of four stations.

GBS Network
Southwest web, on the GBS list
has a basic setup of seven stations,
comprised of KTAT, FL. Worth;
KTSA, San Antonic, KRLD, Dallas; WRR, Dallas; KNOW, Austin;
WACO, Waco, and KOMA, Oklahoma-City. Besides these seven
there are five other supplementary
stations: KRLLA, Little Kock;
KRLLA, Little Kock;
KRLLA, Little Kock;
KRLSA, Wichtle KGRS, Wichtle
Kalls: KWLCH, KKGO, Wichtle
Kalls: KWLCH, Shrevsport, and
KGRS, Amarillo.
Besides the newspaper smilt there

KGRS, Amerillo.

Besides the newspaper split there
are several other items which
squarely raise the issue between
these two networks. Petry list is
comprised of NBC stations while Southwest web of the GBS list is formed of Columbia stations.

Although both the title and th lyrics have been revised severa-times, the spiritual O, Lord I Give

Two Regionals in Texas Struggle Southwest and Quality Group Alignments

Sharply Marked

You My Children, published by th Miller Music Co., stands banned from the Columbia mikes. The network's censor considers that the verses are too sacrilegious for the loudspeaker trade. NBC has no objection to having the song cleared as is over its wires.

'JAZZED UP PRAYER'

IS BANNED BY CBS

Original tag that the publishers gave the tune was Satan, I Give You My Children. CBS scored this You My Children. 'CBS scored this title as likely to give general of-fense and described the composition as nothing but a 'jazzed-up prayer. One of the lines in the lyrics that the Columbia censor found particularly objectionable read, 'We' hope our savior excuses our behavior.'

Sam Pickards Mending

Sam Pickard is recovering in th United Hospital, Portchester, N. Y. from injuries he received last week when his suto and a trolley car

CBS v.p.'s face was badly cut by flying glass, while Mrs. Pickard suffered a broken leg.

tured at all but had left for Afghanistan to play polo. Skippy—Tomorrow night I will tell you how I okin Fu Manchu alive. There will be several other murders, too. Good night, kids, and don't forget to buy malted saw-durf.

Sound effect-Bon's roar.

40

COMMERCIALS

WEEK OF DEC. 18-24

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name.

All time is p. m. unless otherwise noted. Where one advertiser's has two or more programs they are listed consecutively.

An esterisk before name, indicates advertising agency handling

account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday);
W (Wednesday); Th (Thursday); F (Friday); S: (Saturday).

AMERICAN ROLLING MILLS 6:30-Su-WEAF

ARMOUR 9:30-F-W4Z Phil Baker Martha Mears Harry McNaught Leon Belasco Ore Lord & Thomas

B. T. BABBITT Mary Small Wm. Wirgos Peck BEECHNUT 7:80-M-W-F-WJZ

7:80-M-W-F-WJZ
Red Davis'
Burgess Meredith
Jack-Rouleigh
Marion Darney
Elizabeth Ragge
Johnny Kane
Bunico Howard
Jean Southern
'McCann-El'
BISODOL

BISODOL

8:30-W-WABO
Everet & Marshal
Elizabeth Lennoz
Ohman & Arden
Victor Arden's Or
EBlackett

Tracy-L-D COBN PRODUCT 12:15-Daily Ex. Sa Sa-WABO BLUE COAL 6:30-M-W-WABO 6:30-M.-W.-Wabe The Shadow '-James La Curto-Allya Joselyn Wm. Johnstone Virginia Venable Batty Venable Batty Venable Jury Macy Jury Macy Tradiey Parker Rita Vale Betty Garda Alica Reinhardt Alica Reinhardt Water Soderling Ruthrauff-R BORDEN

CHEAM O' WHEAT

BONDEN STREET ST

9:30-M-WAHO Lud Gluskin Blook & Sully Gertrude Niesen *Katz

FIRESTONE
FIRESTONE
FIRESTONE
E. Firestone, Jr.
Richard Crooks
Vocal Ensomble.
Wm. Daly Orch.
*Sweeny-James

7:45-Su-WEA Wendell Hall *K. W. Ramsey

(Pepto-Mange 8-Sa-WABC
Roxy & Gang
Kitty Lewis
Aimeé Deloro
Harbert Kingsley
Vicki Chase
Darreil Woodyward
Darrsil Woodyward
Aifred Seville
Larry Taylor
Henrieita Schiman
Lillian Morton
Leon Rosebrook Or
Young & Bong Anthony Frome Alwyn Bach *McCann-Erickso MeCann-Erickson
WESTOL-MYESE
9-W-WEAF
(Sat Hepatics)
(Ipans)
Fortland Front
Jack Smart
Fortland Front
Jack Smart
Elteen Dougles
Livin Delmore
Minerva Flous
James Melton
Lonnie Hayton
"Benton & Bowle

Jane Ellison Young & Rubican

BOSCH
A. S. BOYLE
(Floor Wal)
2-Su-WABO

Trving Kaufman Blackett.S-H BELTENBACE

Links Moores

"Young & R

FOED MOTOR

8-58-WABO

Richard Bonelling

9-38-Th-WABO

Pred Waring

7-000

Pred Waring

From Watte

Stuart Churchtil

Johnie Davis

Rosenstr Lane

K. White Owil

9-30-W-WABO

DEVERAL CICAL

(White Owil

9-30-W-WABO

Davis & Allon

CABIPANA
8:30-8u-WJZ
Ann Seymour
Don Ameche
10-F-WEAF

First Nighter;
June Meredith
Don Ameche
Carlton Brickert
Ciff Soubier
B Sagerquist Ore
*Aubrey Wallace

*Aubrey Wallace
CANTEBELL
(3501)
(3501)
(3602)
Hollywood Hotel'
Dick Powell
Jane Williams
Louella Parsons
Ted Fio-Rito Oro
Sally Eliore
Lee Tracy
*F. W. Armstrong Burns & Atlen
Bobby Dolan Ore · Young & Rubic

Maswell
Frank McIntyre
Lanny Ross
Lanny Ross
Conrad Thibault
Nuries Wilson
Suries Wils

10-W-WARO (Grapenuts) 'Byrd Expedition' Mark Warnow Oro 'Young & Rublean

GENERAL MILLS 5:80-Daily Ex. Sa-Su-WABC Jack Armstrong
All American I
4-Dally-WJZ

4-Dally-WJZ
Betty & Bob'
Betty Churchill
Den Ameche
Betty Winkler
Art Jacobson
Carl Brickert
Louis Roen
*Blackett

(Chevrolet) Virginia Rea Isham Jones

10:30-Su-WEAF (Pontiac) Jane Froman Modern Choir Frank Black Ore

8-Sn-WJZ (Institutional) Lily Pons Louis Hasselmans *Campbell-Ewald GROVE LAB.

(Brome Quinin 1:45-Daily Ex. WABC Pat Kennedy Art Kassel Ore GULF 9:80-Su-WABO

(Feen-A-Mint)

& MITTER

**M.W.S.WABO
(Monday)

Ross. Fonselle
(Wednesday)

Nino: Martini
(Saturday)

Greto Stuckgold
(Chroughout)

A Chroughout

A Chroughout

LOUIS PHILLIPPE

Daily Ex. Sa-Sa-WABO

Martin

Martin 9:80-Se-WARD
Stoopnagic-Budd
Helen Gleason
Frank Parker
Clark Browner
Clark Browner
Clark Browner
Willard Amison
James Davies
Onear Bradley Ore
Conductor Willard Amison
Caroon Robinson
John Mitchell
Pearl Folicien
John Battle
John Mitchell
Renneth Daigness
Beil Mitchell
Gese-WARD

Marie, Little French
Princess"
Princess
Prince

Walter Scanlon J. M. Mathes

(Feen-A-Mint)
George Gershwin
Louis Katzman
Dick Robertson
Rhoda Arnold
Lucille Peterson
Hatry Yon Zell
*Wim. Esty
HECKEB H-0
\$15-Daily Ex. S:
Su-WABC Su-WARC
H-Bar-O Rangers'
Bobby Benson
Neil O'Malley
Floronce Hallan
Billy Hallep
John Barthe
*Erwin_Wasey...

HOOVER B-Su-WEAF
Edward Davies
Charles Sears
Mary Steel
Schumann-Helak
Jos Koestner
*Erwin-Wassy

Mary Lee Cadets Male 4 Placed direct EIWID-Wassey
EDNA WALLACE
HOPPER
2:15 Daily Er SaSu-WABC

MACFADDEN

8:30-F-WARC

(True Story)

Court of H
Relations'
Parcy Hemus
Arnold Johnso
Elsie Hitz
Ned Weaver
Lucille Wall
Allyn Josiya
Paul Stewart Ramsace of Bel Trent' Virgina Clark Virgina Clark Virgina Clark Marie Nelson. Alice Hill Sundra Love Gene McMillen Jack Doty Hazel Dopholde Flackott: HOUSERGLD FINANCE

7:30-Tu-WJZ Edgar A. Guest Jos Koestner's Oro Charles Sears Tom. Dick & Harry *C. D. Frey MALTER BUDSON MOTOR

Arthur Bagley

8-Dally Except (Oxydol)
Ma Perkins'
Virginia Dayne
Margery Hannes
Karl Hubel
Will Fornum
Chan Eggieston
Chan Eggieston

REAL SILE 9-Sa-WJZ Chas. Previn O Olga Albani *Erwin-Wasey

R. J. REYNOLDS

Homman, T. & SOGONY, V. A. & SOGONY, V. A. & SOGONY, V. A. & SOGONY, V. A. & SOGONY, V. & SOGNY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGNY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGNY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGNY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGNY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGNY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGNY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGNY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGNY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGNY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGNY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGONY, V. & SOGNY, V. & SOG

Trigger'

Theodore Osborn Crawford Kent

nes Eagles 8-Th-WEAF 8-Th-WEAF (Fickelmann) Rudy Valles and His Conn. Yanks 7:30-Su-W3Z Jos Fenner Stofanni Diamond Ozzie Nelson Ors Harriet Hillard 'J. Walt. Thomp. STAWDARD AN

STANDARD OF

10:50-F-WABA
The O'Flynn'
Viols Philo
Milton Watson
Bay Collins
Lucille Wall
Leigh Level

DR. MILES LAB'S
(Altea-Cattaer)
8:30-96-9WZ/
WLS Darn Danie
Ridge Runnere
Uncle Erra
Laitu Beile
Maple City
4:365-3-W-7-WEAF
Thoic Erra
Latio Beile
Citif Souler
Colle Soule
Catter Colle
Colle Coule
Colle Connece
Wad 10:15-W-WJZ Madame Sylvia

MOLLE
10-F-WJZ
7:30-Th-WEAF
Al Bernard
Paul Dumont
Theo. Carle
Mario Cozzi
Milt Rettenberg O
*Stack-Gobie

BENJ. MOORE

(Paints)
11:30 a. m.-WWABU
Betty Moore
Lew White JOHN C. MORRELL

E. J. REYNOLDS (Camel Cigareta) D-Th. WABG (Camel Cigareta) Camel Lome Band Walter O'Keefe Annette Hanshaw Alice Frost Jack O'Keefe Louis Soria Kay Renwick Kerny Sargent Per Wee Hunt Wm. Esty 2:15-8u-WJZ (Dog Food) 'Dog Chata' Dog Chata 'Henri, H. & McD MUELLER C.

10:15 c. m. Dally Ex. Sa-Su-WARO Bill & Ginger Virginia Baker Lya Murray 'Hellwig

NATIONAL
BISCUIT CO.
10:36-5a-WEAF
Kel MUTAY OTA
XAVIET COUNTY
XAVIET COUNTY
XAVIET COUNTY
YEAR
PAIL DUEY
FRANK LUMBER
CATTER CATE
CONNIC Gates
Holen Ward
Louis Alvares
*McCann-Erick

N. Y. MILE. 6:45-Tu-Th-F-S-

Robinson Crus Lester Jay Tony Gilliman Junior O'Day Arthur Brucs Cal Tinney Billy Mauch Bobby Mauch Jean Sothern "N. W. Ayer NORSEC (Toothpaste) 12:30-M-W-F-WARC

WABC
W Butterworth
Mitton Rettenber
Lou Raderman
Lucien Schmidt
*Stack-Goble
NOBTHWESTER

NORTHWESTERN
YEAST
JAN GAPE
JAN GAPE
JAN GAPE
JAN GAPE
JAN MESPALA

O-TH-WYZ
DOATH VAINT DAYS
TIM FIRWING
JOSEPH DOINTO COWDO
JOSEPH DOINTO COW
TAGGET DAY
PACKARD
PACKARD
PACKARD
TO THE STORY
WINTER POLICIE
JOUR A
PERSODENT

SPARTON
e115-Su-W3Z
Jolly Coburn
EFEATT
(Dog Foods)
A Payson Terhune
Frant & Peatt
STAND, BRANDS
6-Su-WEAF
(Chase & Sanborn SODENT PE 8-Su-WEAE (Chase & Sanbori Opers Tabloids Tiansel & Gretof Queena Mario Editha Floisher 8-W-EAF (Royal Galatine Mary Plexford with Stock Co. Tricere

7-Daily Ex Sat 5 WJZ Amos 'n' Andy PINEX CO.

PINEX CO.

1:50 Sa-W-F-WARC
Little Jack Little
Panesell M. Seeds
PHILLOO
7:45 daily er. SaSu-WABO
Boaks-Carter
Hutchins
PHILIP MORMIS
S-Tu-WEAF
Leo Reisman's Ore
PHILLOBURY
PHILLEBURY

PHILABURY
10:30-Daily-WJZ
Today's Children
Irma Philips
Walter Wicker
Bess Janson
Irma Wicker
Lucy Gillman
Fred Vos Amon
Jean Nogregor
Hutchizen

"Hutchinson
11 a.m.-W-F-WAB
'Cooking Close Up
Mary Eilis Amee
'Hutchinson

PLOUGH, INC. 10-W-WEAE
Guy Lombardo
Pat Barnes
*Lake-Spiro-C
PINAUD
6-Sa-WABO
Arthur Murray
Barl Oxford
Leith Stevens
*Blaker

PREMIER PARS

PREMIER PARST
9-Tu-WEAF
Ben Bernie
'Matteson-F-J
P'CTR'. & G'MBLE
1:30 Daily Ex. 6aSu-WJZ
2:46 Daily Ex. SaGriscol

Su-WEAF

(Crisco)

Vie & Sade'

Art Van Harvey

Billy Idelson

Bernadine Billy Ideison
Bernadine Flynn
Bernadine Flynn
S:38-58-WEAF
(Ivory Boap)
The Gibson Fam'
Conrad Thibault
Jaok & L Clement
Lois Bennett
Don Voorhees Org
*Blackman

STUDEBAKER 9:30-Sn-WABC 8-M-WEAF Richard Himber

Josy Nash *Roche-W-C SUN OIL CHAS. WARNER (Sloan's Lins 9-W-WJ: Warden Law '20,000 yra, Sing' 6:45-Dnily Except Sa-Su-WJZ Lowell Thomas *Roche-Williams (Vince) 9:30-W-WJZ John Chas: The Cecil, W. C.

S-Sa-WEAF
Sigmund Rombe
Wm. Lyon Phili
oJ. Wait Thomp BALSTON TASTYRAST RCA RADIOTRO
9-Sa-WJZ
John B. Kennedy
Prank Black Orc
*Lord & Thomas

WASEL PROPCE 8:15-M-W-F-WABO Edwin C. Hill 12-Daily Ex. Sa-St WABO 5:48-Su-WABO Volce of Experient Erwin Wasey TASTYRAST
12-Su-WJZ
Sam liearn
Johnny Blue Orch
Betty Jane
Geo. Beuchler
Alice Frost
Larry Grant
Peggy Flynn
*Stack-Gobie G. WASHINGTON Coffee)

(Coffee)

Adventures of Sher Lawrence of Sher Louis Lovel Joseph Beil Cecil, W. C. E. L. WATKINS

9-Sn-WEAF

Pierro Le Krooun Anna Men About Town Anna Men About Town Anna Men Andy Sannella. Or Silacket.

WELCH (Grape Jules) S-F-WJZ Irene Rich 'Kastor

Irons BILLY SE YEARTON TABLE 18-50- WEAR TO THE 18-50- WEAR TO THE SE DIAMAN TABLE DIAMAN TO THE SE THE SE THE SE WITELA TENANT TO THE SE SE-SE WEAR TO THE SE SE THE SE WEAR TO THE SE SE THE SE THE SE SE THE S

TRXAS CO. 9:30-Tu-WEAF Ed Wynn Graham McNamee Eddie Duchin Or "Hanff-Metzger

*Erwin-wasey
EED STAB YEAS?
11-Tu-Th-S-WEAF
Edna Odel!
Phil Porterfield
Irms Glen
Earl Lawrence TIME
9-F-WABO
Arthur Pryor Jr D
March of Time'
Howard Barlow Or
B., B., D. & O. TYPEWRITER EDUC, RESEAR 7:45-Sn-WABO Mrs. F. D. Roosev *B. B. D. & O.

EGULFORT ASSOCIATION

ASSOCIATION
130-M-Th-WABO
10 White
11 Vito
12 Vito
13 Vito
14 Vito SILVER DUST 7:30-M-W-F- WADO

The O'Neills'
Kate McComb
Jiminy Tansay
Ace McAlister
Jack Rubin
Jane West
"B., B., D. & SINCLAIR
S-M-WJZ
Gene Arnold
Bill Childs
Mac McClond
Joe Parsons
Cliff Soubler
Harry Kogen
Foderal

J. Wait. Thompso
UNITED DBUG
4-Su-WEAF
Rhythm Symphon
DeWolfe Hopper
Street & Finney
U. S. TORACCO
(Dill's Best)
DeSG-F-WEAF
One Night Stands
Plo Malone
Pat Padgett
Josef Bonime
"MCC.-Erick.
VECK SMITH BROS.

5-Sa-WEAF

Rose Bampton
Scrappy Lambert
Billy Hillpet
Nat Shilkret Oro

"Homman, T. & F.

*McC-Erick.
VICR.
7:18-M-W-F-WJZ
Willard Robison O
*Ceell, W. C.
5-Sa-WABO
Freddy Martis Ore
Alice O'Consell
Fussel Cohring
Dimer Feldkamp
Terry Shand
*Young & R.
WANDER CO.

Young & R.
WANDEB CO.
(Ovaltine)
5:45-Doily-WJZ
Little Orphan &
Allan Baruck
Honrietta Tedre
Ed Sprague
Stanley Andrews
Shirley Pell
*Blackett

New Business

(Continued from page 38)

continued from page \$8)

Note: The continued from page \$8)

Note: The continued from page \$8

Note: The cont

FOUL Co. Cola Bottling Company, 16 foreign hockey games in Southern League. KTUL. Miduest Chevrolet Corporation, in-al-hockey games. KTUL. United Motors, one 16-minute program weekly, to run indefinitely.

United stowngram weekly, to run incompany, three gram weekly, to run incompany, three Lib-minute programs weekly, tor one year, KTULL, William of the stown weeks. KTULL Walk-Over Boot Shop, 108 amouncements. KTULL Walk-Over Boot Shop, 108 amouncements. KTULL

Winston-Salem, N.C.

WINSTON-SALEM, N.C.

Dunn's Landry, 15 minute profram daily for one month. Placed
local property for the profram daily for one month. Placed
local property store, two spot announcements daily for one month.
Placed locally. WSJS.

Spear's Jewelry Store, three spot
announcements each week for one
Plato Weter, five minute electrical
transcription four times each week.
World Broadcasting System. WSJS.

Silver's, renewed 30 minute Thurst
Silver's, renewed 30 minute Thurst
aligned up new series of 40 minute
each Tucaday with Frank Cranford,
plano; Helen Bagby, soprano, and
Caldwell Cline, violin. Placed locality, WSJS.

SAN FRANCISCO.

cality, Wasts.

SAN FRANCISCO
Old Gold Clygrettes, Navy boxing,
Dec. 14. Mat McMann announcing
over KTAB, San Francisco. Placed
direct.
Langendorf. Bakery, quarter-hour
fightity, wax. Placed direct. KROW.
General Mills, half-hour weekly,
renewal. KGO, San Francisco.
Putinize, twice weekly, Anne. Warners' Chais with Neighbors'. Warner's Chais with Neighbors'.

Francisco.

Studebaker Sales, daily one-min-uta spots, Dec. 11 to 22. Placed by

Roche Williams & Cunnigham.
RGO, tan Francisco.
RGO, tan Francisco.
RGO, tan Francisco.
RGO, tan Francisco.
RGO, San Francisco.
Tillamos Cheese, renewal 13.
Tillamos Cheese, renewal 14.
Filaced by Botsford, Constantine &
Gardner. KPO, San Francisco.
Ploncer Centerty, Women's Magazine of the Air, 13 weeks. Placed by
RGO Campbell Agency, Seattle. KPO,
San Francisco.

DENVER

DENVER

Right Spot Inn, 15 announcements. KFEL.

Lakewood Grange Hall, four 15minute programs. KFEL.

Ray's Odfe, five announcements.

KFEL.

Kay's Oofs, I've announcements, KFEL.
CRanning's Restaurons, five announcements, KFEL.
CRanning's Restaurons, five announcements, KFEL.
Mysto Tallors, five announcements, KFEL.
Shunghist Tea Room, one announcements KFEL.
May Co., 500 run of schedule announcements. KFEL.
Denuer Dry Goods Co., 500 run of Denuer Dry Goods Co., 500 run of Denuer Dry Goods Co., 500 run of Schedule announcements. KFEL.
Brinkley Hospital, 11 half-hour profess. KFEL.
Brinkley Hospital, 11 half-hour profess. Arguet Schedule announcements. KFEL.
Certified Mineral Crystals, three Limitute transcriptions weekly.

15-minute transcriptions weekly, KFEL.
Union Pacific Stages and South-toestern Greyhound Line, 500 run of schedule announcements, KFEL, Zerbet Capsules and Ulypto Cough. Medicine, one announcement daily, four months KFEL.

Hotel Baltimore, KARSSS City, 50-announcements. KFEL.

Serbet Capsules and Unyto Couch Rediction, one announcement daily. Hedel: Rediction, one announcement daily. Hedel: Rediction, one announcements. KTEL.

Lit'l Deisel Engine Corp., three time announcements each evening, one month. KLZ.

Lit'l Deisel Engine Corp., three time announcements and each evening, one month. KLZ.

Lit'l Deisel Engine Corp., three time announcements. Lit's for a fewering Co., three announcements daily, three month. KLZ.

Locarries Corp., 15-minute. promouncements daily, eix months. KLZ.

Justifies Corp., 15-minute. promouncements and Boutling Co., 13 half-hour programs. KLZ.

Standard Bottling Co., 13 half-hour programs. KLZ.

Colorens: Lamps., 39 announcements. KLZ.

Endebaker, 22 announcements.

Lampson KLZ.

Cottrel Iol. Co., 28 announcements. KLZ.

Ropers Hour Standard Standa

Topers Furs, 28 announcements, K.Z. Fellman Curme, three announcements daily, three months K.L. Seare-Rochette Co., 13 quarter-hour programs by remole control from store, K.L. Josia Dry Goods Co., 13 announcements, K.L. Republic Drug Co., 50 announcements, K.D. Campado, Nouscoules R. Campado, Nouscoules R. Campado, 10 security R. Campado, 10 security R. 18 feet Research Compado, 10 security R. 18 feet Research Compado, 10 security R. 18 feet Research Research Compado, 10 security R. 18 feet Research Re

ments, K.I.Z.

Kegubile Drug Co., 50 announceKegubile Drug Co., 50 announceKegubile Drug Co., 50 announceKegubile Drug Co., 50 announceBuying
Colorado Mouseuviues Buying
Conspaign, 18 five-minute and edu
quarter-hour spots, K.I.Z.

Golden Eagle Dry Goods Co.,
K. B. Golden Eagle Dry Goods
Co., 50 announceK. B. Golden Leve Co., 50 announcehours a week, six months. K.I.Z.

Hallack & Houcard Lumber Co., 40
cone-minute announcements. MonaColless Driver-Is Public Market 1a
cone-minute announcements KOA.

Daniel & Fisher Storics, four time
signal: announcements KOA.

Daniel & Fisher Storics, four time
signal: announcements KOA.

Pervarant Petroleum Co., 56. oneminute announcements KOA.

Wictor American Fiel, one temperature service announcement
diff. The Market Co., 10 oneminute announcements. KOA.

Denver Dry Goods Co., 10 oneminute announcements. KOA.

Weish Graps Julee, 22 one-min
Weish Graps Julee, 22 one-min
Woodley-Elliet KOA.

doi!y temperature report, one year KOA.

Local Sports Interviews

Syracuse, Dec. 17. Utilizing the sports background of Leo Bolley, newcomer to its an-nouncing staff. WFBL will make 'Sports Parade' a twice weekly fea-ture, on, Wednesday and Sunday nights.

nights.

Bolley, who came to WFBL from Elmira's WBSG, played college football and basebail as well as pro football, and is a registered griding official. New program will sembrace general sports resume, including scholastic sports, generally passed up, and local sports interviews.

New series will start with a spe-cial program tonight (17). Bolley interviewing Ted Husing, here for a dinner tendered Syracuse Univer-sity's football squad by downtown business men. WFBL is standing-ball of the standing terms. business men. WFBL is standing half of the \$200 Husing will get for his personal appearance.

ACME PAINT 6:30-50-WABO

CARBORUNDUM
10-S-WABC
Arthur Pryor, Sr.
Francis Bowman
*B. B. D. & O.
CARLISHAD
(Salts)
4:30-Su-WJZ
7:13-Tu-WJZ
Morion. Downey A. & P.

9-M-WEAF

Flarry Horlick

Frank Parker

Paris & Peart Morton Downey Guy Bates Post Rod Arkell Ray Sinatri Oro *Klesewetter

Frank Simon Ord Bennett Chappie *B. B. D. & O. CARNATION MILE

Luliaby Lady M L Eastman Erwin, Wasey CITIES SERVI 6-F-WEAF

8-F-WEAF
Jessica Dragonette
Resario Bourdon O
Quartet
*Lord & Thomas
COCA COIA
10:30-F-WEAF
Frank Black Ore
Chorus Chorus
D'Arcy
COLGATE-PALM

10-Tu-WEAF
(Falmolive Scap)
The Mikado
John Barclay
Nat Shilkret
9:30-M-WEAF
(ColgateToothpaste
Al Goodman Ore
Benton-B 10-Tu-WEAR

CONTINENTAL OIL CO. 10:30-W-WJZ Harry Richman Jack Denny John B. Kennedy *Tracy-L-D

The Gumps
Wilmer Walter
Agnes Moorehes
Leater Jay
George Graham
Edith Spencer
E. W. Hellwig

Alexander Woollcott R. Armbruster Ore J. W. Thompson B. D. DAVIS

B. D. DAYIB

(Cocomat)

- M. Tu-W-Th.

WABO

Buck Rogers

Curlis Arnall

Addols Ronson
Addols Ronson
Blaims Melchier

Joseph Granby

Marion Allen

Walter Tatisy

Louis Hestor

Faul Stewart

- Ruthrason* & R

EMERSON

(Brono Selver

(Bromo Seltzer) 8:30-F-WJZ

Tntimate Revue Al Goodman Ore Jane Froman Al Bowliy J. M. Mathes EX-LAX

*Sweeny-James FITCH 7:44-Sn-WEAR

CASTORIA 6-Sa-WARC

(Medicine)
10:30 a.m.S-M-W
F-WEAF
Peter de Rose
May Singhi Breen
Bob Emery

JERGEN 9:30-Su-WJZ Walter Winchell J. Walt. Thomp

JOHNSON & 80 (Floor Wax),
5:30-Su-WEAF
Toratta Poynton
Hazel Dophelde
Emery Darcy
Ginus Vanno
Ronnie & Van
Anne Campbell
"Needham"

HOLVNOS 7:15-Daily Ex Su-WABO Just Plain Bill'
Arthur Hughes
Ruth Russell
James Meighan
Curtis Arnall
Jos. Latham
*Blackett-S-H

KBAFT-PHENTA P Whiteman Ore Peggy Healy Jack Fulton Yvonne Gall

LADY ESTHER
10-Su-M-WABO
5:30-Tu-W-WEAF
Wayne King
*Stauk-Gobie

LEHN & FINE (Lysol) 16-Su-WEAF Hall of Fame' Watt Dieney Dieney LIBBY MeNEILL
5-M-W-F-WABO
Adventure Hour
Albert Brown
Patricle Dunian
James Andelin
Jesse Pugh
Kerl Way
J. Walt Thompson

2:30-Su-WJZ
Watter Connolly
Goose Hangs H
Eric Linden
Frances Starr
J. Walt. Thomp

J. Walt Thomps
LUXOB
S-Su-WEAF
Sally of Talkler
June Moredith
John Glataford
Glibert Dougles
Murray Forbes
Lord & Thomas
J. W. MARISOW
(Oil Shampoo)
1:45-W.WABO

8:30-Th-WABO (Liberty). Edwin C. Hill Edward Nell Fulton Oursier Arneld Johnson O. Ailyn B. McIntire Erwin-Wassy

1-Su-WEAF
Dale Carnegie
Leonard Joy Ore
Sam C. Croot
MAYBELLINE
5:30-Su-WEAF Don Mario Alvare Harry Jackson Cramer Kusselt MET. LIFE CO. 0:45-Daily WEAF Omman & Arcea Bert Hirschofn Or Control of the Wash (Phillips Mag) Waits Time Abe Lyman Ore Frank Munn Vivianne Segal 8:39-Tu-WABC Abe Lyman Vivienne Segal Oliver Smitgal 8:39-Tu-WABC Silboys Su-WABC

Su-WAIR.

Skippy'
Franklin Adams, Jr
Francis Smith
Ray Appleby, Dir.

Blackett

HARVARD UNIVERSITY SAND Sustaining 30 Mins. WABC, New York

Apparently the new era in east-ern college bands is being paced by Harvard. It's been a long time Harvard. It's been a long time coming but now seems definitely here, and either those Big Ten out-fits or. Waring's Pennsylvanians may be responsible. The spur, how-ever, is probably a cross between both. Waring has been glee-clubbing those collegiate medicys on air and stage for some years, and out in the Conference, Illinois has been expertly rendering worthy under-graduate orchestrations for so long that it is generally recognized as the prize instrumental group among the prize instrumental group among the universities. So much so that those radio gridiron announcers who ignore the illini instrumentalists between halves, in favor of their personally conceived intermission noveltica, give their audience the worst of it.

ists between haltyes, in favor of ishoir personally conceived intermission novelties, give their audience short provides give their audience short provides give their audience of the provides give their audience of Granting this midwest leadership, if is worth mentioning that the position is finally being challeaged, and not so faintly, by Harvard-Tale probably can toss in a few the Elis play a date for Lowe in New York and unveil a bagpiper this fall? But the Yale musicians marched into Falmer staidum last lower of the short provides and the sh

what he was trying to any and said: t very well.

As far as the reviewer is concerned, he bumped into the program eatch-as-catch-can in a downtown-bound taxt. He neither heard the start nor the finish of the session, pleasant to the strains of Far Above Cayuga's Waters and Harvardania, while 'On Brave Old Army Team' gave 58th street south something it doesn't always possess. In fact, the only licking the program took was from the troley by Harvard's paraphriaes of 'Wintergreen for Preedent', was also no hardship, and wouldn't that be the one time a cab would eatch every green, light'.

This Harvard group is not just so

tergreen for Freedent' was also no hardship, and wouldn't that be the one time a cab would catch every green light?

This Harvard group is not fuet so as green light?

This Harvard group is not fuet so as adopt in a studio as a stadium. More so, of course, because the niceties of or orchestration, instrumentation and volce are more stempt, edited. They sing, and had a far as heard it was an allecilegiate half hour which could stand an evening playback. An idea might be to grab these Illinois and Harvard bands for a commined there's not so much to choose between the two-and both are expelied there's not so much to choose between the two-and both are expelied turning in an interesting 30 minutes. Hunch would be to alternate them for an hour as the best in them for an hour as the best in them for an hour as the best in them for any ear, and its Johnny Green handle it.

Down south some schools have bands they like to talk about. But his primatily being concerned with giving imitations of dance orchestras. There are other examples of the commercially minded college hands streetching beyond the limits of the commercially minded college hands streetching beyond the limits of the commercially minded college hands streetching beyond the limits of the commercially minded college hands streetching beyond the limits of the commercially minded college hands streetching beyond the limits of the commercially minded college hands streetching beyond the limits of the commercially minded college hands streetching beyond the limits of the commercially minded college hands streetching beyond the limits of the commercially minded college hands streetching beyond the limits of the commercially minded college hands streetching beyond the limits of the commercially minded college hands streetching beyond the limits of the commercially minded college hands streetching beyond the limits of the commercially minded college hands streetching beyond the limits of the commercially minded college hands streetching the commercially minded coll

incorton Downey
Guy Bates Post, Ray Sinstra's
Orchestra
30 Ministellat.
WiZ, New York
Guy Bates Post has turned doctor.
Actor in the script is represented as having visited the Carisbad space on more than one occasion and now comes on frequently to tell the marvels of the waters, and sometimes even breaks into whimsy so powerful is the waters, and sometimes even breaks into whimsy so powerful is the remedy's appeal. Is in direct contrast to Morton Downey's high-pitched tones, "Wabash Moor' is still the latter's themer. "Dear Little Boy of Miles' was the plaintive song which caused foot to radar to the musical cure.

Ray Sinstra's music is good but not distinguished. His best offering was a bolero arrangement or his played by the biand. Carlabad gets most of the attention here, thanks to Post's concentrated plugging. Post is a fine voice for radding the control of the strength of the played by the biand. Carlabad gets most of the attention here, thanks to Post's concentrated plugging. Post is a fine voice for radding the property of the stater not a prick-layer, but his trowed work is a lot better than the copy.

This is the Klesswetter program that changed program 10% in the Downey, of course, Carlabad has a radio headline of reputation. Downey was one of the tops not long ago and still commands attention and dough.

HUMP H REY'S HOUSEHOLD

HUMPHREY'S HOUSEHOLD
CIRCLE
With May Breen, Peter De Ross,
Bob Emery
COMMERCIAL
WGY, Schenectady
Patience has its rewards. Breen
as conservial after doing a morning sustainer over the NBC red loop
since the memory of the average
listener runneth not to the contraction of the control of the control
traction of the control of the control
traction of the control of the control
traction of the control
traction

Frogram Is-out should be changed.

RADIO PLAYBOX
Grant Program
To the control of the control of

VICTOR MOORE and WILLIAM GAXTON Comedy Team 30 Mins. COMMERCIAL WEAF, New York

REPORTS

COMMERCIAL
WEAF, New York
Gaxion already in the files, but
this Hall of Fame date is the first
ord as an after entrained.

"An Robinson, of Louisville, was
the story on which the two played
back and forth. Not too hot, either.
Moore's retarded apseed and his
any utterforms of twenty solve enough
for the spontaneous reaction he so
easily obtains on the stage. Both
elick, however, and appear like natural air beta, though their script
must be up to sund. Grace Hayes
alio same. Two Clearets in the
Dark' Al Goodman's sprightly conception of You're the Top from the
Cole Porter show, was excellent.
Dian't autho come off as entertainment. Script was farcical and synthelic.

FUN FESTERS
With Dave Williams, Howard Anderson Street Personality burlesque
30 Mina, Parie Ziester and Conrad
Rices Personality burlesque
30 Mina, COMMERCIAL
WOGY, St., Paul-Minneapolis
Here's a stanza brimming over
remm, started a year ago by Arthur
and, Harold Sincock, George Curtis
stand Conrad Rice, recently changed
its personnel when Harold Sincock
quit to Join up with WCCO's Triple
and Conrad Rice, recently changed
its personnel when Harold Sincock
quit to Join up with WCCO's Triple
Trecent line-up is equally expert,
however, the boys trotting out Negro-Swedish, British, Jewish, Gorman, French and Italian dialects in
their travesties on famous modulrepr has been directed at and about
George Washington, Paul Revere
and Daniel Boone, and while it may
cause history teschers to studies
and manunces the program. Stanza
is a great mail-puller, popular with
both idds and adulta. Sponnor is
minneapolls, one of the northwest's
largest radio advertisers. Frogram
airs every Sundey, 1:16-1:45 P. M.
REWCOMER'S IMPRESSION OF

NEWCOMER'S IMPRESSION OF HARTFORD Talk; 5 Mins. COMMERCIAL WDRC, Hartford

COMMERCIAL
WORC, Hartford
'A Newcomer's Impression of
Hartford is the means used by the
Goodyear Tire and Rubber Company to break down any resistance
localites man hard the company service set of the
company sent its manager on a
rampage around town meeting citless and seeing sights. The manager goes on the alt for five minhe gives his belief sights and the seeing sights.
Clever enough to hold down on
superlatives, the speaker works his
wanderings.
Clever enough to hold down on
superlatives, the speaker works his
way into a listener's feelings when
that are uppermost in a localite's
mind. Well handled, but the program yells commercialism without
being too entertaining.

JOSEF CHERNIAVSKY ORCHESTRA Congress Hotel Sustaining 30 Mins. WMAQ, Chicago

When Chicage at the Chicago hater, a large high at the Chicago theater, class house of the midwest, Cherniavsky gets himself another orchestra and doubles from the theatre to the Joseph Urban room at this class Chicago hostely. For heast large himself and the came to the Chicago theatre he had dance bands of "sympho-syncopation" in Cincinnati and New Orleans. "Sympho-syncopation is Chernia-Typingho-syncopation in Chernia-Typingho-syncopation is Chernia-Typingho-syncopation in Chernia-Typingho-syncopation

radio.

His music is alive; it has rhyth swing and tempo. Intricate ar novel orchestrations but infection both for the ears and the feet. Gold.

VIENNESE PROGRAM

VIENNESE PROGRAM
With Josef-Hornik
With Josef-Hornik
With Josef-Hornik
With Josef-Hornik
With Josef-Hornik
With Josef-Hornik
Woll San Francisco
This program gets three big
D mi. It caters to those who like
a refew light classics being played;
and it has as director a true Viennese, Josef-Hornik Hornik knows
music and orchestration and with
his accent brouchened it must be atsumed he pretram that its somewhat
a relief for jadde disteners.
Hornik announces his program and fortherming productions. Also gives
its relation in the Danube.
Would seem this program is a
matural for a beer account. Popp.

NEWS WITH A KICK Lynn Willis and Ed Davise Lynn Willis and 5 Mins. COMMERCIAL WIP, Philadelpl

b mine recial with professions of the substitute of the substitute

CARBORUNDUM BAND Arthur Pryor, Guest Conductor 30: Mins. COMMERCIAL WABC, N. Y.

COMMERCIAL
WABC, N.Y.
Now in its fourth year. Has had
the same type of band program
since its institution, with the company's advertising other. Fraules,
pany's development of the company of the pelling.
Originates from
Motel Nigara, Niagars Falls, N.Y.
This time selections by Herbert,
listed and Sousa played. Also particular compliance in the occasion of
opening willshire boulevard straight
through to Santa Monica. Thus the
opening time was California, Here
I Come. Copy palaver was
thesis and their application to auto
construction. A regular Saturday
night program which has kept its
listeners year after year.

WANDERING VAGABOND
Wolfe Schwangart
30 Mins.
Sustaining
CKWX, Vancouver, B. C.
Wandering Vagabond is explanation in song of how the rest
of the world live and what the peomis sing. I dea of program is to

planation in song of how the rest of the world live and what the people sing. Idea of program is to explain European folk songs. While many of his legends originated in earlier centuries, many are still bold and sung by the present-day. Europeans, while others are among the archives. Man while others are among the archives. Would Schwangart made a special study of, folk lore and music. He got his information by traveling up and down the Danube, mingling with the natives and learning their with the satives and learning their programs contain not only descriptive music of the times, but also many revealing facts of the characteristics and customs of the different peoples.

DONALD MCGIBNEY News Commentar 10 Mins. WMAQ, Chicago COMMERCIAL

COMMERCIAL
They can't or won't find anything
different. McGibney's local sponsor
is RCA Victor radio, and the publie is likely to think of Boake Carter and his program on CBS for

the an lately to think of Boate Carter and his program on CBS for
Philic. Because the public is bound
to think in Just such a manner that
the late of the late of the late of the late of
bad-judgment-on-the-part-of. NBC
and Victor.
That's the advertising fumble of
this-program. Otherwise the show
this-program. Otherwise the show
delivers. 19 minutes of news and
comment-every evening immediate
ly following the NBC press radio
dispatch, which makes it a clever.
The contraction of the late of the late
that has sense of sureness that
makes it convincing over the loudspeaker. He rarely takes a stiff attitude on any subject, particulate
the picture. McGlibney is the
program's real asset and only reason for being.

Gold.

41

LET'S DANCE

Benny Goedman, Xavier Cutat: Keit

Merray, Gastillia, Connie Gates,

Helen Ward, Louis Alvarez

Three Hours

WEAF, New Ork

WEAF, New

WEAF, New

WEAF, New

WEAF, New

WEAF, New

WEAF, New

WLW's Big Music Dept.

WLW's Big Music Dept.

Cincinnat. Dec. 17.

Ed Fitzgerald has been appointed arranger in chief of the newly enlarged music department of Crosley's WLW and WAAL. He foined the Crosley staff-six months ago complete the company of the

Newspapers Scowl at KFAB

Mewpapers Scowl at KFAB

Lincoln, Dec. 17.
With the inauguration of the
Trans Radio news service over
KFAB sarrly this week, unother
step in the local newspaper-radiofight commences. The station plans, to be on the air for 15-minute
periods, five times a day.
Foster May, who's been the news
caster for both KFAB and KFAR,
here for nearly a year, will do the
talking. Expected that the small
portion of radio publicity which,
finds its way into local dailles, at
present will go to the basket hences

present will go to the basket her forth,

Dol Brissette's orchestra being aired several times weekly over WTAG from Silver Grill of Hotel Bancrott, Worcester.

Radio Chatter

New York

Lannie Hayton resigned for Town Hall tenight for 28 weeks.
Gladys Rice, soprano, in midst of auditioning.
Vincent Lopez, playing in St. Louis, slated to return to New York on Jan. 12.
Fearl Hamilton of Three X Sisters on sick list.
Harold Van Amburgh new solotet with Jolly Coburn.
Jay (8) in Butfalo.
Jack Goodman new tenor at Village Barn.

Jack Goodman new term.
Jage Barn.
Joe Reichman into NetherlandPlaza, Cincinnati, mext month.
Gilbert Seides on new night program over. WHN, reviewing the
slows.
WFAS, White Plains, moves into

HOW'S YOUR SCRIPT?

mins. rights! material and "script doctor-g" service furnished by Author of ational Network Shows. Comedy Sketches "Gag" Continuity Dramatic Dialogue

Write Box 80, Variety, New York

GRACI

HELD OVER CASINO DE PAREE LOEW'S STATE Scie Direction HERMAN BERNIE 1619 Broadway, New York

ABE

CALIFORNIA ORCHESTRA COAST-TO-COAST

sday, 8:30 to 9 P.M., DS1 (Phillips Dental)

WEAF-Friday, 9 to 9:30 P.M., DST (Phillips Milk)

MOLLY PICON

"This program is new one of the best

Wed. 7:30 P. M. JELLO

GIERSDORF SISTERS

CHESTERFIELI onday, Wednesday, Saturday, WABC-9-9:30 P.M.

KUZNETZOFF

-10 P. M. EVERY TUES. "JOLLY RUSSIANS" sian Kretchma Nightly

Sole Direction man Bersle, 1619 B'way, N. Y. C.

MILLS and TOLLE

"ALL WORK AND NO PLAY" MEYER B. NORTH JOE FLAUM

new Roger Smith hotel penthous

new Roger Smith hotel penthouse quarters next week.
Harry Acton, ship news reporter in WINS interview.
Mangaret Week radde cowich!
Mangaret week radde cowich!
Mangaret week radde cowich!
Society Sleuth, new mystery volce over WHN, giving Mayfair low-down and gossip.
Fill Dorsay guest of honor at Montclair hotel Dec. 19 with Felix Oliza Albani out of Michael Reese hospital in Chicago.
WEVD holding Willem Hendrik Van. Loos's spot open for him on the covers from his lineas.
Stars of Tomorrow name of WHN's follow-up program for its amateur contest winners.
WINS readying Americana program for the cover Wins in Broadway Booking Office program.
Terry Long and Lohies Squire now over WINS in Broadway Booking Office program.
Terry Long handling soccer news blue on the program.

Jonarnan announcer. NBC's K-7 Mystery Thrillers to be translated into French and

be translated into French and Spanish. New to World Sroadcasting discs is Miss Tobe, fashion counsellor. It is Miss Tobe, fashion Counsellor. Washington session. On last week's Atwater Kent program, with Reinald Werrenrath, over CBS, the A&P Gypsies (which wore CBS, the A&P Gypsies (which were CBS, the A&P Gypsies (which were CBS, the A&P Gypsies (which were mentioned as one of the two commercials on the air nine years ago when the first Atwater Kent shot, with Werrenrath, was fired, shot, with Werrenrath, was fired a series of bi-weekly be parting on a series of bi-weekly be grained on a series of bi-weekly side.

North Carolina

Jane Bartlet, WBT, Charlotte,
N. C., suffered a burned nose when
a package of matches flared in her
face recently many the suffered action of the suffered actack of appendicitis.
Newman Brothers, cowboy-hillbilly act, has moved to Charlotte,
N. C., operator, suffered attack of appendicitis.
Newman Brothers, cowboy-hillbilly act, has moved to Charlotte,
N. C., operator, buffered attack of appendicitis.
Newman Brothers, cowboy-hillbilly act, has moved to Charlotte
and the politic of the patches
of Us, on WBT, Charlotte, N. C.,
had pol talking parrot.
had pol talking parrot.
had politic of the patches
determined the patches
determined the patches
determined the patches
determined the patches
are back on the air over WBT each
Wednesday night at 11 o'clock.
Jeanette Terry, Kanssis City radfaul Choley the Carolinas with
Faul Choley Colonum Force
Revue.
Grady Cole, WBT news commen-

Paul Cholet's COULDANCE
Revue.
Grady Cole, WBT news commentator with three different daily
sponsors is now sporting new car,
its Man on the Street Proadcast to
a full half hour every Saturday
afternoon. Show has been running
three years: Grady Cole sets up a
milee on the sidewalk and intermilee on the sidewalk and intertopics.

The Street Wanties on current
topics.

topics.
Part of the Earl Carroll Vanities road show was presented over WBT on Sunday night before the show opened at a local theatre on Mon-

opened at a focal treatre on Mon-day.

Les were extended from Char-lotte to Rock Hill, S. C., 30 miles away, for the installation services of the new president there. Col-lege footed the bill.

Bo Norries and his orchestra from WSOC is playing supper music at a Charlotte cafeteria.

lowa

Voice of the University of Jowa. WSUI, steps into more power under a recent grant by the Federal Communications. Commission, going from 500-to-1,000 watts, daysteme and permitting untimited operation. Of WicBB, East Dubuque, Ill., from 100 to 250 watts, announcement has been made that the broadcasting company, headed by Walter Klauer, president, and Reginald Martin, standards of the standard of the standard considerable money on its transmitter south of East Dubuque, and on its studies in the Hotel Julien. Days of the standard on the standard of the st

started at WHO, Des Moines and then skipped to WSUI, Iowa City; KFNF, Shenandoah; KFJD, Marshaltown; WOL, Ames; KMA, Shenmed Menes, KSCI, Starter, Shen Menes, KSCI, Starter, Shen Menes, KSCI, Store Menes, Mene

Irving Grossman, publicity manager, WHO, has a new daughter—their second, but the second with the second with

Pacific Northwest

Let's Quit Killing' campaign in Portland is being advertised over the air. City fathers trying to lower the air. City fathers the lower than taken over the commercial spots for KOIN.

Rocky Mountain football conference continues to frown on broad-need to conference continues to frown on broad-need to conference continues to form on broad-need the conference of the

the first big account to use the sta-tion. The control of the control of the con-picked up by KSLM in Salan. The beginning of a small network. Virgil Smith, radio news service virter at KGW and KEX, visited his folks in Iowa. GW, writing copy for three jewicy accounts. Has, considerable trouble not to mix the dope.

Minnesota

Sian Hubbard, KSTP boss, back from N.A.B. board of directors' executive session: in-Gotham.

The session in-Gotham.

Roger Krupp building a new moustache just as Abbott Tessman decided to lop his. redictes invited to a turkey dinner tonight (18) in celebration of WDGYs anniversary. Farty's on Doc Young.

Cora Appleby, formerly with the control of WDGYs anniversary. Farty's on Doc Young.

Cora Appleby, formerly with its 'first levels' in the control of WDGYs anniversary. Farty's on Doc Young.

Cora Appleby, formerly with its 'first levels' in the one of E. F. Sparkes west.

F. Sparkes WESZA, now see to E. F. Sparkes WESZA, now on nightly see to the complex of the see to the control of th

Canada

Jack Emerson, formerly heard at the Cocoanut Grove, now on a new program on CRCV. Kitty Hamilton and Sunny Richardson are featured with him. Bill Browne, for many years man-ager of CkMO, is now at CJOR on his own program, Browne's Brown-

ties. Broadcast features music, readings and intimate chatter. Canadian Radio Commission procanadian Radio Commission profeature from the features of the control of the feature from Radio Company is sponcoring former program over CKWK.

Bill Holmes is on a leave of absence from CKWX.

Listeacy throughear a message from King George on Christmas morning.

Burton Holmes (not the traveler) is a recent addition to the artist starf of CKOD. Holmes blew in:

Elamonia Rambett.

Framonia Rambett.

Framonia Rambett.

Maso Clark and Elsie Swann are the singing principals in the Artists of the singing principals in the Artists.

Mao Clark and Eisle Swann are the eliging principals in the Artists' Revue program on CKWX, Stan Patton and ork are again on CJOR. Band has undergone some changes since their last engagement, Loss of Canadian Radio Commis-sion programs over CFCN missed by fans.

Loss of the control o

Maryland

Another WFBR studio party last week. Joe Katz splits his weeks 'tween Balto and the Big Burg.

Broughton Tall scripting Santa Claus serial programs for the Hub's commercial on WBAL.

Bob Masiin and Purnell Could plotting a junket to Miami in Feb-

plotting a junket to Miami in February.

Green, in Flype Padd at Maryland last week, interviewed by Nancy Turner on WFBR. Two other members of cast, Edith Barrett and Spring Syington refused to be quizzed.

Enid Lee, WBAL has penned Enided to be quizzed. See the penned of the penned of the penned of a program daily.

WFBR carrying latest ad ever etherized locally—a spot for a singer ale firm, broadcast at 1:30 am. Sunday morns.

John Elmer, press of WCBM, in John Elmer, press of WCBM in the ABS.

Jimmy Allen club fostered by Jimmy Allen club fostered by Jimmy Allen club fostered by Jimmy Allen club fostered by

'Jimmy Allen' club fostered by WFBR now boasts better than 45,000 members.

California

Anne Sweeney, KTAB, has been moved from the Oakland office to San Francisco.

Tommy Harris, NBC, is back in Frince and expects to go on air Strom Murrey, Pappy, formerly NBC, is now at KTAB airing his hill-billys. for Tarzan Mineral Water throw has been named head-announcer for KTAB.

KFWB remoting Ted Fio-Ritto from the L. A. Ambassador at 8 o'clock nightly. with KFC continuing to remote the same orch at 11 o'clock.

to remote the same orch at 11 o'clock.

Tale of Two Cittes, which has been a Monday night show on KFWB for nine months, off air. Sara Langman, who adapted and produced, will follow with a serialization of Vanity Fair, over the same station, starting Jan 7.

New England

Helimen, 40-voice Southern New England Telephone chorus, sked-wise and telephone chorus, sked-wised Christmas reprogram over Wied Christmas reprogram over Wied Christmas reprogram over Wied Christmas reproduced in the control of the children of the child

Ethel Grenier on Webs accepted the Control of the C

program to be called 'Stringing

Along.

'Radio Rose', original musicomesty
premiered two weeks ago by WICC,
such a click that a repont broadcast, augmented by ork and choral
effects, will be fed tonight (18) to
entire Yankee network.

Illinois

Ralph Atlass, Leslie Atlass, P. K. Wrigley and Herb Sherman among the localities who flipped to New York last week.

Ray Linton on a business snoop in the St. Louis-Kansas City terri-

John Blair back from a hasty Helen Shively taking time out to dicker with a cold.

Radio Club now holding its week-ly lunches at Grayling's grill. Irving Collins around town trying to huatle up big for European music

to hustle up big for European music society.

Joe Cherniavsky on three stations weekly, WENR and WMAQ from the Congress hotel and WGN from the Chicago theatre.

Cadets readying an act for pos-sible vaude dates.



C.E.S. NETWORK /Hantpad Balvaritie Managad Balvaritie

TEL BILTMOBE NIGHTLY

AND HIS ORCHESTRA

Mon., II P.M. Friday Sat.-Sun. Turs., 11.30 P.M. |2 P.M. 6.30 P.M. CONOCO OIL Wednesday, 10:30 P.M., WJZ

A New Idea in Music

AND HIS ORCHESTRA Direction

1019 Broadway NEW YORK CITY

ROY FOX

BAND ON TOUR

B.B.C. NETWORK

KEN AND HIS BANJO HARVEY

Dorchester House, London Indednitely
DOUBLING TROCADERO CAF
(Dec. 3)
RECORDING FOR HIS
MASTER'S VOICE
(BRITISH VICTOR)

Radio Direction Cafe

Here and There

Greig, Blair & Spight, Inc., have been appointed exclusive national representatives of station WHEC, Rochester.

Don Forbes, formerly program director of CJOR, Vancouver, B. C., has joined the announcing staff of KHJ, Los Angeles.

WINS, New York, has added three new acts to its schedule. Lil-lam Montair, contraint, on Mon-days and Wednesdays at 2:30; Rose Diamond, the accompaniat; Hall Gould, baritone, on Staturdays at 3 p.m., and Liewelyn Prica, playing two plano arrangements.

L. A. Benson, WIL, St. Louis; James L. Hughes, WHHF, Rock Island, Ill., and John Gillan, WOW,

KINGSLEY and VICKI CHASE WABC

ROXY REVUE

ming Roxy Marthaum, Bec. 34—Doubling trendia, Phil., Doc. 24 Special Arrangements and Mar

LEITH STEVENS

PINAUD PROGRAM

Every Saturday Evening at 6 P.M.

BPECIAL BROADCAST of Leith Stevens Harmonics raday, Sec. 57th, 8-5:30, WARO Exclusive Management Colu Broadcasting System

TASTYEAST STARRING

Jack and Loretta Clemens

WEAF 9:30-10:30 P.M. Saturdays

IVORY SOAP

Box Bocks Predestlow

Tommy "Cecil"

MACK

DE LUXE THEATRES

Munagement HERMAN BERNIE Inti Broadway, New York

Omaha, tripled over to Washington from New York hast week.

RCA Vistor is working on a matinee program over NBC.

Irving Grossman, manager of the WHO, Des Moines, artists' bureau, and Al Crosser of the Oklahoma Outlaws, are fathers of new daughters.

Al Banks of the commercial de-partment, WHO, Des Moines, mar-ried to Betty Halliburton.

Al Trisge, KSO, acting as com-mercial manager during Craig Lawrence's stay at WMT, Water-leo, and Gwen McCleary, head of continuity, assisting in the com-mercial department.

Kay Becker new member of the continuity department of KSO, Des Moines, to pay special attention to programs for women.

Priscille Wayne, chief sob writer for the Register and Tribune, in-terviewed Max Baer, but Max wouldn't read the right words and give the right answers much to the embarrassment of Priscilla and

WBNX, Brown, to air the Spatari radio code on Dec. 23 now from 5:30 to 6 atm. Program was first scheduled for next week. Canadian DX relay, U. S. DX club and the Newark News DX group cooperatlewark News DX group cooperat-ng by picking up the messages.

Jean Bear, blues singer, return to WLW, Cincinnati, as Jean Bowet Goes on Pure Oil Pepsters, commer cial, alternating with Jeannin Macy, a newcomer from WJR, De

Jane Tressler, young Cincy blues singer, whose success on WSAI warranted promotion to Crosley's WLW, in hospital recovering from appendix jerking.

Don Gilman, Coast NBC v.p., is in Phoenix, Ariz., looking ever KTHR, the chain's outlet there.

O. B. Hunson, NBC chief engineer on the coust, is in Denver for the opening of the new quarters for KOA, 50,600-watt NBC outlet in that circ

Clifton Wood, WTAG, Worcester announcer, is back on job after a month in hospital. Bill Williams formerly with WBZ, did pinch cast-ing during Wood's absence.

Leuis Haded, conductor of the Bridge Club of the Air over WGN, Chicago, has been elected president of the American Bridge League.

Dauglas Stanbury gets two more ppearances with Chase & Sanborn appearances opera guild.

irving Askenary, the puglist-poet of J. Walter Thompson's writing staff, did the Christmas sketch which Ben Lyons and Hebe Daniels may enact on the Fielschman show this Thursday (13).

Eleanor P. Hurley, G. W. (Johnny) Johnstone's sect, at NBC for ever five years, has joined him at WOR,

Hubbell Robinson, of Young & Rubicam, was but out of the run-ning for a spell last week by an at-tack of la grippe.

Jack Van Volkenburg, gen. mgr of KMOX; St. Louis, in and are the CBS home office last week,

Raymond Northcutt, who used to be Wheatenaville's Santa Chas, is now Santa-ing for EROW, Oakland.

Emil Gough, of Hearst's American Radio News, is in San Francisco.

H. G. Cannett, KYA, San Fran-isco, script man, is back from an aforced lay-off due to illness.

WFBL, Syracuse, has a new 'whispering baritons,' Al Morris, In his own announcer.

MEARS

E HOUSE PARTY, MONDAY, 9:30 P.M., BED NETWORK, WEAF ARMOUR, FRIDAY, 9:30 P.M., BLUE NETWORK, WIZ WENNERDAY, 4 P.M., RED NETWORK, WEAF PONESDAY, 4 P.M., RED REXWORK, WEAF SUNDAY, 7 P.M., RED RETWORK, WEAF Sampament REG-For Direction Warry Limital

RADIO DENTAL ASSN. ON AIR

Ethics and Advertising Obscurse

Dubuqua, Ia., Doc. 17.

WKES ha., a sustaining program at present with members of the Dubuque Dental association talking over the air on care of the testing over the air on care of the testing preventive medicine, and health in general as affected by the molars. The series, once a week, is presumably under appearable of the Dubuque Dental association and announced as such. Ethical phases as a commercial still in process of being ironed out and if oke will no on as a regular paid program. As it is station has it logged as part of its public and community service probubile and community service proublic and co

Dubuque Dental association, sponsors, is composed of some 35 dentists in the community. Talks over WKBB, by variouss members over WKBB, by various members of the association, relate in subject matter, to topics strictly within the bounds of eithics that permits no direct advertising, other than the urge to care for the oral reston and the tag of the Dubuque Dental as-

It is thinly veiled-advertising mut-It is thinly which advertising mut-ter, but whether it can be commer-cialized under the banner of the as-sociation remains to be seen.

Radio Alibis Flop

Philadelphia, Dec. 17. Exact sign-off time of WPEN '5. S. All 'in Fun' show proved an important link in chain of evidence pointing to guilt of hit-and-runner who was shot to douth recently while, registing arrest on Philly bouleard;

while registing barries on Philly boulevard.
When wife of Hebert Smith, in presenting dead husband's allbi, contended that on fateful sight at 9:20 they were both sware of programs sign-off and were in bed at 5:30, the time the death occurred. This prompted investigation by local detective bureau, and checking the station's log sheets, it was discovered that the show in question did not leave the air until 9:56. Allbi was thereby discredited.

This is second reported instance of an attempt to use radio as alibi

Feed, Speed Herndon

Feed, Speed Herndon

Baltimore, Dec. 17.

L. C. Harndon, regional supervisor through this territory for the Faderal Country of the Faderal Country of the Faderal Country with headquarters in Reattle. Herndon steps into see spot Jan. 1. George Sterling, who has for long been Herndon's assistant at Federal office here, assumes top spot when later leaves. Understood that when Herndon goes the sector of eart-coast territory which has been supervised out of Balto, will be narrowed down and Federal offices installed in several cities to take over the jurial

and Federal offices Installed in several cities to take over the jurial diction in those areas. At present everything south of Jersey, the cluding Pennsylvania, forms part of the Baito domain, and the territory stretches south to South Carolina. Burden has grown too weighty for one office, it is deemed, and likely first of year that a Fed rep will be installed in Philly, and one in a southern town, probably Charlotte.

WLVA Drops News

WLVA here has dropped daily newscasts, but on by Nowlin Pucket, Washington Morald correspondent. No Felson given for the discontinuance. Program apparently was designed to scoop local dailies that the time the last edition of the afternoon paper went to press and the appearance of the morning sheet. Lasted about three months.

Lasted about three months.

Traffic Court on Air Cincinnati, Dec. 17.

Cincinnati, Dec. 17.
Traffic court proceedings hit the
air today over WSAI, Crosley's
2,500-watter, and will continue to be
broadcast daily for an indef period,
as a means of reducing Cincy's
death toll from auto accidents,
which is one of the highest in the nation.

nation.

Court is presided over by Judgo
Samuel W. Bell, who is blind, Joe
Ries, announcer on Crosley's
500,000 watt WLW, handles the
milta. Blasta are from \$:30 to 10

First Liquor Show Okay. So KSTP Tries Second

St. Paul, Dec. 17. ESTP, already airing Benz Bou-quet, hard likker account, and receiving no squawks, has signed its second liquor account. It's called 'Haskell's Punchbowl' and dispenses music and info on 'what's behind

'Haskell' is the same Bennis Haskell' is the same Bennie Haskell who two weeks ago pleaded guilty to Federal charges of income tax evasion. To be sentenced Dec. 28. Local radio circles are watching for reaction on this angle, feeling that if no howls are forthcoming, almost anything should go from new on.

account for 18 weeks on two 18-minute periods, for Monday and Thureday airing, with no proviso for immediate cancellation, evi-dently anticipating no security now on, KSTP, however, has sign account for 18 weeks on to Thursday ciring, with no provise for immediate cancellation, evidently anticipating no trouble. Only restrictions for KSTP liquor programs: (1) Must run at least 15 minutes; (2) Must be dignified in character; (3) Must not contain objectionable material; (4) Must art after 8:36 P. M., as protection to the little sun.

Blues Singers Become

WOAI She-Hillbillies San Antonio, Dec. 17.

Newest angle on the hillbuly vogue is a two-gal harmony team which yodels the rustic ditties for WOAL Team is Zelma and Irene Culion, who have aired for various local stations.

WOAL spot is team's first venture that hillbully music, that convicus

into hillbilly music, their provious stuff embracing hot and blues tunes. Program initialed Saturday (14).

Suds Air in Balto

Suds Air in Balto

Brace of big brewary accounts debut on sther over WFBR today (Monday). Arrow Beer, set for a year, has a 30-min moraing program that's sianting off a new angle locally. The state of Baltimore, Dec. 17.

'Pause That Refreshes

Title devised by Coca Cols for its half-hour Friday night program on NBC's red (WEAF) link starting this week (21) is a twist on the firm's alogan. Status is being billed as The Pause That Refreshez on the Air.'

as The Pause That Refronces on the Air.

A Frank Black studio combo and a mixed chorus has the entertain-ment assignment. Walter Craig, as production man, acts for D'Arcy LEBRCY.

RENAULT CHAMPAGNE ON WIP Philadelphia, Dec. 17.

Renault Champagne, the Egg Marbor (N. J.) winery, which has sacaped local radio contacts for the tree of the contact of the tree of the tr

WJIM, LANSING, SEES FIRE FROM WINDOWS

WJIM, Lansing, Mich., Dec. 17.
WJIM, Lansing outlet of the
Michigan Radio network and located opposite the Kern hotel, was
in a direct position to air details of
the fire which destroyed that hostelry last week. The confisquation
opened in the morning, and within
a few minutes anythera wort talea few minutes, engineers were tale-phoning news bulletins into WXTM, Dotroit key station of the web. Regular flashes were then carried

Regular flashes were then carried out from there.

Later in the day, a special broadcast was given in which soveral persons who escaped were interviewed. Piruman fighting the biase were also brought before the microphone, for first-hand description. Other details of the tragedy were carried for two days afterwards.

GEORGE BEULER BARITONE

Soloist with Testvesst Every Sunday, 12-12:30 P.M.

ROCKE PRODUCTIONS

Experienced Radio Master-ef-Ceremonies Comedian Capable of Ad-Libbing Cemedy Material to Fit Required Commercials for Early Morning Program New on the Air.

No Novices or Amsteurs Wanted Apply in Writing, Lieting Experie BOX 17, VARIETY NEW YORK

GEORGE GIVOT

OF GOOD WILL

TOURING. **DELUXE THEATRES**

Personal Direction
HERMAN BERNIE
1819 Breadens, New York

000000 fred allen's

"TOWN HALL TONIGHT!"

Ô

with
FORTLAND MOFFA
JACK SMART
LIONEL STANDER
MINERYA FRODS
MINERYA FRODS
MADERIAL DOUGLAS
MADERIAL WAlter Batcholor
Wednesdays
0-10 P.M. E.S.T.—WEAF П

==LEON==

ARMOUR HOUR FRIDAY-W48-9:80-10 P.R. NIGHTLY, CASING DE PAREE Brundensting—Const-te-Const—CRS
Direction, MERNAN BERNIEL
1619 Broadway, New York

EMERSON GILL

AND ORCHESTRA HOTEL WEBSTER HALL DETROIT .

Inside Stuff—Radio

3. B. H. Mais, British Broadcasting Bystem official, has made a book Lippincott, \$3.50) of his tour of America in late 1933. At that time fals was sent to the States by the British radio organization for a tour if four months. Each week along the route Mais broadcast a report of is findings, which was relayed by short wave to London. NBC ca-

operated.

Book is an amplification of the broadcasts. As light reading it's di-verting. Style is simple with Mais' perceptive eye and sense of humor heiping to make it readable.

Saveral inside sizuts are divulged. William Hard laid out Mais' it-

Saveral inside slants are divulged. William Hard laid out Mais' it-inerary from south to north-which worked out all wrong as to weather. M. H. Aylesworth was full of misinformation about English radio due to a member of Parliament's previous burn steers. John Royal and Margaret Cuthbert (to whom the book is dedicated) were the path-clearers for the British Columbus. Mais wrongly states that American radio stars get much bigger salaries than Hollywood film other.

Mystery Chef, who signs off December II on his present twice-weekly movining swing over the NBC for the Davis Baking Company after five year's sponsoring by that concern, is building up to a farewell by hints to the listening audience that he will be heard on another and bigger, program under different auspices. He says that he hopes 'shortly to grach every home in the United States which has a radio; whereas the present series of broadcasts go out to 'only ten or twelve cities'. The Rystery Chef expresses, on the air, his appreciation to the Davis Company for the pleasant relations which have existed between him and it. Unusual for a sponsor to parmit an artist to begin air-plugging for another program while he is still working under contract; also to have attention drawn on each broadcast for a month before the fadeout to the stact date of the finale.

In addition to laying the groundwork for a switch of the ethereal congregation to his new program, the Mystery Chef is plugging, on the Davis Company shot, his recontly-published 354-pager, 'The Mystery Chef's Own Cook Book'.

Marshall Field department store, Chicago, this week-goes on WBEM, the Columbia station, for the continuation of its morning Musical Clock grogram brought over from KTW now in Fhiladelphia.

In order to get the Field account WBEM was forced to cancel the Armour company which had the program period each morning. More is destined, according to radio men, to when the long's standing breach between CBS-WBEM and the Lord & Thomas agency which handles channer. CBS and WBEM have for several years been trying to crack into Lord & Thomas' accounts but with little success. WBEM has crited into Lord & Thomas' accounts but with little success. WBEM has crited a couple of Lord & Thomas accounts, principally. Lavena, but both the station and the network believe that the agency gave the business at ow WBEM only when forced to and cancels accounts as soon as possible. WBEM cancellation of a Lord & Thomas ahow figures as a turn-of-the-tables on the part of the station, but indicates that the agency and network are now farther apart than ever on any possible future business decalings.

Among the press releases mailed to Philadelphia radio scribes last week by WCAU was the following subtle jibe in search of a stray lino-typer: Paul Douglas, now of the CSS announcing staff in New York, visited Philly last week and had lunch with several members of the WCAU staff, yet he never comes near the studio. Some of his old friends her wondering if the N. Y. sannouncing has at last reached his head, as he is forgetting some of the old Fellows who helped him in the

and he is forgetting some of the old renows who neared and in carry days.

The sole local comment on the tale was equibbed by Dot Love, ether ed, of the Dally (Phila.) News, who printed: The staff of the station which fired Paul Douglas a couple of years ago expresses amazement that Paul actually comes to town and doesn't drop in for a visit. Paul, who has made good on the Columbia network, really should drop in and thank the hoys for getting rid of him—it gave him his—big—chance.

Recent radio appeal sent out by Maj Bowes on his WHN amateur hour to save the life of Stanley Walker, 12, at New York City hospital on Dec. 11 had more than 800 applicants rashing to the spot. Mob stormed the hospital right after the message was broadcast. Many came with aleeves rolled up ready to undergo the blood test immediately. Hospital staff was enraged at the intrusion. The switchboard was gutted with incoming calls and with the added excitement in the reception hall, pandemonium was let loose. Amateur hour was just ready to go on the sir, when one of the sick boy's relatives telephoned Maj. Bowes saking if something couldn't be done to save the patient's life. Numerous cab drivers were among those who wanted to submit to the blood transfusion.

Two new NBC programs were born from air songs, 'Hurdy Gurdy Man' by Diets and Schwartz which was in Gibson Family script is name of one, to be more or less dramatic in script. Will run a half hour on the air.

'Around the Marble Arch', an English marching tune, also supplied with the market of the marchine impressions worked in here, Song has been on various H. A. Rolfs programs.

Arde Bulova, of the watch firm bearing that name, is one of the pelitioners—before—the—Federal—Communications Commission for a Brooklyn, N. T., wavelength, Bulova is financially interasted fit WNEW, New York, although not an official of the station. This is because of Milton Blow, president of the station, also handling the Bulova account via the Blow ad agency.

Lincoln newspaper radio columnist, instructed to ignore the local alt-uation as much as possible, because of the intense feeling between the two salverthing Mestume, took it out on the KFAE 16th anniversary. Press material said the program was to celebrate the rise from 250 to 500 meters. watte

'So watt,' cracks the columnist,

Some eyebrow-raising within radio circles over the explanation of one of the networks of a promotional brochure issued in October with some ballyhoo. Subsequently the stunt boomeranged embarrassingly; whereupon the explanation was made that it was privately gotten up and published by a network employee and was not an official publication.

Cecil, Warwick & Cecil advertising agency, in sending out a selection of Grace Moore photographs to newspapers on behalf of the Vick Chem-lead program, appends a note telling editors the star is hot copy because of her recent motion picture, 'One Night of Love',

'Tarzan' Clamor Wins: Use High School Paper Editors in Syracuse

Syracuse, Dec. 17. Syracuse, Dec. 17.
Avalancha of protects by telephone and mall returned Tarvan' to WFBL's lineup after a week's lapse. First day that show was dropped, two trunks were required to handle the kloks, and there was a steady follow-up for the remainder of the week. Cortiand Baking Company, of Cortiand, N. T., is the sponsor of the broadcasts, now spotted three times a week.—Monidays, Wednesdays and Fridays, at 5-5:16 p. m. days, Wedne 5-5:15 p. m.

5-5:16 p. m. New idea to strengthen juvenile interest in "Taraan" brings editors of violnity high school papers before the mike at the conclusion of each program to spotlight school activities.

Kaltenhorn Tells Em

(Continued from page 27) Yankse Network's policy of limiting

Yankes Network's policy of limiting details.

Radio and newspapers both have been too free in their description of successful police methods, Kaltenborn seid, but for this the police, the successful police methods. Radically the successful police methods, and the successful police methods. Predicting there will be tremendous' pressure for the privilege obtonodcasting trials of important criminal cases, Kaltenborn said judicial authorities soon will be confronted with the necessity of fixing a policy and must decide whether broadcasting will be helpful or harmful, detract from the court's dignity, make judges, and attorneys concentrate on radio attorneys concentrate on radio audience instead of on justice, will help prevent crime or atimulate an unhealthy interest in crims and

unnealthy interest in crims and criminals.

I listened carefully to a New York Traffic Court broadcast the other day and was not impressed with its value, the broadcaster said. with its value, the broadcaster said.

'As a former newspaper reporter
familiar with procedure in the
minor courts I recognized that the
judge was painfully conscious that
the great world outside was hanging breathlessly upon his judicial
words. His ego was rampant, his
insincerity was manifest, and while
the attendant publicity probably
persuaded him to temper justice
with mercy: There was grave doubt
in the procession of the social value
of the control of the control of the
control of the control of the control of the
Crime prevention, programs to

in my mind as to the social value of the broadcast.

—Crime-prevention-programs initiated by a number of stations have proved beneficial. Kaltenborn said, but the value of such features depends on the manner in which the programs are handled.

The state of the chief indiction of the manner in the chief indiction of the chief indiction of the chief indiction of the chief indiction of the chief indiction that the chief indictment against these dramas does not concern their relation to crime, but grows out of the fact that they are too exciting, which is another way of saying that when radio presents adventure-crims or mystery if does too good a job.

Pickards in Philly

Philadelphia, Dec. 17. Pickard Family, standard hill-billy act for many seasons, will move from the west this week to take a daily series on ETW, Philly.

Pickards replace another show of like nature, the Susquehanna Moun-taineers, under the sponsorship of Drug Products, Inc.

Anderson-Cramer Bid Council Bluffs, Ia., Dec. 17. Revival of the Carter Lake radio station is seen in the application of Gordon Anderson, Council Bluffs, and W. L. Cramer, Kansas City, Mo., to the Federal Communications commission seeking permission to mmission seeking permission to enstruct a new 100-watt transmit-

ter at this point be apotted in Nebraska t tory to get away from excess facili-ties ban now applicable to Iowa.

AUDIENCE PROGRAMS

(VARIETY PRINTS HEREWITH A LIST OF THE PROGRAMS BROADCAST IN NEW YORK CITY BEFORE AUDIENCES, APPROX-IMATELY 85,000 FREE DUCATS ARE DISTRIBUTED WEEKLY TO THESE 80 FREE SHOWE.)

Easy Aces' Lay-Off

Easy Aces, who went off Columbia last Friday night (14), will return to a matines schedule on the same web Jan. 7. Interim is being spent by Goodman and Jans Ace in

spent by Goodman and Jans Acs in Florida with saiary. New spots contracted for the sorist act by Jad Salts are Mon-day, Tuesday, Wednesday and Thursday, 8:48 to 4 p.m. EST.

Hillebrand on WHN

Fred Hillsbrand is to m.c. a ner music show for Michaels' Bros. ove WHN, New York. First commercia for this former musical comed

WHN, New York, First commercial for this former musical comedy headiner. Program to present elaborated versions of pop tunes. Hillebrand in for a song now and then besides impressario duties.

Hawaijan Exec Shifts

Honolulu, Dgc. 17.
Webley Edwards steps up as station manager of KGMB, succeeding
A. Henley, who will continue his
importing business. Edwards. was
formerly program manager of KGU,
another Honolulu station. another Honolulu station. KGMB is Hawaiian outlet of Co-

Heller Goes Woof-Woof

Chicago, Dec. 17. Little Jackie Heller takes on another commercial on Jan. 14 and one in which he will top the billing. Will be sponsored by Chappell Brothers for its Ken-L-Ration

product.

Will hit once weekly in the evening and backed by an orchestra directed by Harry Kogen. The commercial figured to stall the contemplated shift of Heller to New York for some time.

WFBL Gets Permish

Faderal Radio Commission has authorized WFBL (CBS) to insufficient with the second of the second of

Girl P. A.'s Program

Syracuse, Dec. 17.

Syracuse's first—and only—radio station p.a., Katherine Cuff, turns artist for a new WFBL program, Radio Press Book,' heard for the

Frest time today.

Broadcast will be a regular Monday show at 5:45-p.m. Program will spettight Columbia and local

Fred Lune has joined the an-Fred Lane has joined the an-nouncing staff of the Northern Cal-fornia Broadcasting System. He will sorve as alternate announcer on KJBS, San-Francisco, and KQW, San Jose. He was formerly with KFAC, Hollywood.

COLUMBIA

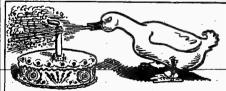
Bond Brend Gulf Headlin Féan-a-Mint Chesterfield Bayer Aspirin Chevrolet rava to Rome Ford Motor
Corn Products
Ex Lax
Phillips Dental Bi-Bo-Dol Roxy and His Gang

Plantation Echosu

NBC NBC Music Guild

Eno Crimo Clues Red Davis Lanny Ross' Log Cabin 20,000 Years in Sing Sing Vince
Molle Show
Death Valley Days
Music Appreciation
Bromo Seltzer
Radio City Party Tastveast Sherlock Holmes Roses and Drums American Bosch Spratts program Sparton Triolians Sparton Triolians
Jello
Bakers program
General Motors
Studebaker Champs
Voice of Firestone
A. & P. Gypeles
Colgate House Party
Philip Morris Texaco
Palmolive Beauty Box
Phillip Morris repeat
Fred Allen
Fleischmann Yeast
Maxwell House Showb
Kraft Music Hall Magic of Speech Thrills of Tomorrow Thrills of Tomorro Fox Fur Trappers Cities Service Waits Time U. S. Tobacca Swift Hour Smith Brothers Gibson Family Let's Dancs Children's Hour Empire Gold Empire Gold Mattex
Little Mins Bab-O
Catholic Hour
Chase & Sanbora
Muntattan Merry-Go-Round
Music Album
Pontinc program
WOR Maltex

Sugar Cane
Maverick Jim
The Amateurs
Affairs of Roland
Music Memory Book
Golden Dawn Paul Gulick Frank and Plo Spotlight Review - -



THANK YOU! JOE PENNER FOR THE PRIVILEGE AND OPPORTUNITY OF WRITING AND COLLABORATING WITH YOU

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WEAF-Coast-to-Coast Network SUNDAYS-8 to 9 P.M. EST Exclusive Management GEORGE E. DILWORTH Hotel Park Plaza
West 17th Street Endicott 2-3700

Hollywood Growing Up

Getting Cocktail Parties, Just Like Other Regular Cities

Hollywood, Dec. 17. Hollywood and Los Angeles are beginning to turn sophisticated. Post-prohibition desire and liberal Riquor laws has the Derby and al Levy's Tavern getting ready to in-stall cockital bars, the first in town. Derby will utilize the back wrivate room and Javy is rakprivate room, and Levy is tak-ing over the Stanley Rose book store next door. Opening of a cocktail bar is no

private room, and Levy is taking over the Stanley Rose book store next door.

Opening of a cocktail bar is no great event in any community outside of here, where is has been impossible to get a drink except in bootleg joints for years. Even with prohibition repealed, due to local laws, it has been impossible to get a drink until now. Local smoopers and blue laws have hed the open service of liquor in absyance until everyone had okayed the repeal.

Due to the scattered business cliricits of this town, hotels are not going strong for the cocktail room idea. Blimore, ambassador and Roosevelt are the only one taking it seriously, but they are the only hotels in town with lighted lobbles after 10 p. m.

hotels in town with usures about after 10 p.m.
Derby and Levy's figure their new spots will be popular due to the close proximity of the studies and hollywood shopping district, plus the added attraction of their picture

une acced attraction of their picture personality patronge.
Only other section that feels cock-tail hars will be popular is the class Wilshire shopping district. Down-town Les Angeles hasn't given them a second thought, for downtown L.
A. is strictly a beer drinking local-ity.

Chertok Quits as M-G_ Music Head, May Go to WB: Axt East on Radio

Hollywood, Dec. 17. Hollywood, Dec. 17.

Resignation of Jack Chertok as head of Metro's music department for believed to be but a foreruner of his next move, that of checking in at Warrier's to supervise the music on Cosmopolitan pictures.

Dr. William Ark Metro musical director, has also left the studio and leaves next week for the east and a possible radio connection.

Gov. Sponsored Concert Opens in No. Carolina

Washington Dec. 17.

New federal-state venture in the concert field was launched last week in North Carolina when the first of in North Carolina when the first of the symphony concerts was presented at Winston-Salem under the sponsorship of the N. C. Emergency Relief Administration. Federal authorities are watching the plan with deep interest, and it is probable other states will be urged to take up

other ciates will be urged to take upthe program.

Designed as a means of providingrelief for needy musicians, the plan
calls for a series of concerts by an
orchestra of 55 musicians directed
by Lamar Stringfield, Members
were examined by Stringfield and
local relief administrators before
being engaged. Weeldy wages vary
between \$15 and \$18.50 for musicians
and \$28.35 for the director.

Orchestra, which includes a little
symphony group and a chambermusic group, has performed in
smaller cities of the state and has
the backing of North Carolina University.

sitv.

Company includes seven princi-pals, two assistant directors, man-ager, two field managers, librarian, and five stenographers.

Kern Ducking

Hollywood, Dec. 17.

Hollywood, Dec. 17.

Dinner and banquet to honor Yerome Kern, originally planned for
night of Dec. 18 by the weetern division of the Song Writers' Protective Ass'n, has been postponed until
after the holidays at guest of honor's request. Kern did not want the
function to interfere with holiday
plans of the tunesmiths.

Irving Berlin and Oscar Hammerstein: 2d head the arrangement committee. L. Woife Gilbert will be
toastmaster.

On the Burn

Tin Pan Alley is now in the

Tin Pan Alley is now in the throes of a 'fire' cycle.

Recent song releases which contain the word 'fire' include 'The Face in the Fireplace' (Shapiro), 'Where There's Smoke There's Fire' (Santly). 'The Rainbow in the Fiame of an Old Log Fire' (Crawford) and 'fn an Old Log Cabin by the Fire' (Santly).

MPPA Breaks With E. & V. W. Over Folios

Music Publishers' Protective As-colation has withdrawn its official anction of the lyric follo publishing interprises of Engel-Van Wiseman, no. Songwriters' Protective Asso-lation is expected to take similar totion at the next meeting of its executive council.

cition is expected to take similar action at the next meeting of its executive council.

MPPA's move brought to a close the controversy ower the foliation is the foliation in the foliation in the foliation is the foliation in the foliation in the foliation is the foliation in the foliation in the foliation is the foliation in the foliation in the foliation is the foliation in the foliation in the foliation is the foliation in the foliation in the foliation is the foliation in the foliation in the foliation is the foliation in the foliation in the foliation in the foliation is the foliation in the foliation in the foliation in the foliation is the foliation in the

writing and crighted melodies.

At a meeting of the SPA's council recently it was decided to defer closing down on the S-VanW folio until the latter had turned in an accounting of its song folio distribution, and a committee had reported. tion, and a committee had reported on the advisability of issuing a bur against any form of lyric reprinting with this applying to both the Engel-Van Wiseman and Dell Pubing propositions.

HER FAN SLIPPED

Loma Smith Fined for 'Exposure' in Altoona Pinch

Altoona, Doc. 18.
Fan dancers still get pinched in Altoona. Loma Smith, Pittsburgh, appearing in a local dine and dance spot, spent \$20.80 on a charge worded (oxcess exposure.) The propition—spent \$45.50 on charges of

promoting an indecent show.

The dancer defended herself by The dancer defended herself by telling the police court magistrate. Your honor, these tans are hard to hold anyway and if one of them got away from me, could I help it? I had on clothing, but it was a special kind used by us fan dancers to con-vey the impression that it doesn't

Kleenex on Web

Chicago, Dec. 17. Lord & Thomas agency is ex-panding the 'Story of Mary Mar-tin' for the Kleenex account from a WMAQ local to a NBC spread, Will hit soon on a noon-hour broadcast on the NBC basic, mountain and

Decision to spread the show fol-lowed a vote on the part of the lis-teners with the returns being far above expectations.

Drevfus Back

Max Dreytus, vet music man and head of the international Harms music pub enterprises, spent three days in his office, last week and is again at his desk, this week.
Dreytus was confined to his home at Drewster, N. Y. for over three months with illness which departised all his activities to his staff.

OMAHA NITERIES WAIT ON REPEAL

Omaha, Dec. 17.

Three major developments which will materially brighten the sure of the local rifte club situation are set, but await action of the state legislature regarding repeal. State has a prolibition law until the new year, and legislature committee is already considering several means by which liquor may be legally marketed. No one plan is yet favored, but committee is heavily syeing the liquor store method which would put a ban on any further nite club ventures.

Chief deal will be that by which Ralphi D. Goldberg will convert one of his two downtown theatres, Toward State, into cone of past every and State, into cone of past every more than the state of the past of the control of the past of t

department store of the same name, which closed some six years ago, and the Athletic Club Roof Garden, for which two outside interests are reported angling. Latter deal is held up by owners who want to lease entire building instead of just the roof. All waits on the legislature meeting in January.

Balto Catholic Rev.'s **Editorial Campaign** Closes Pansy Club

Baltimore, Dec. 17. An editorial campaign against ar uptown nitery named The Pansy Club in the Baltimore Catholic Recould be the Baltimore Catholic Review, church-news weekly spirited for Balto and Washington, has forced the shrouding of the joint, diet in this town with floor shows composed of female impersonators. In an editorial the paper demanded that police shut the spot. The billing-came down soon after, and the title of the club was removed also. The weekly also demanded that the spots liquor litters be revoked; this was done late last week. It was announced that current is the last week place will exist. ill exist.
Ralph Miller is the operator.

Negro Composer Back As Whiteman Soloist

Reginald Foresythe, American colored composer who went to London to make good, arrives in New York Dec. 20 to be presented by Paul Whiteman as a guest artist on Whiteman's Kraft prooram

by Paul Whiteman as a guest artist on Whiteman's Kraft program.
Foresythe's unique compositions, oddy titled, are all being recorded by Whiteman for Victor. His first, Schenade for a Wealthy Widow, was aiready waxed, Irwin Dush unbillshes Foresythe abroad and was already waxed. ... publishes Foresythe abroad and Robbins Music has the rights in

Chi Victor Lab Expands

Chicago, Dec. 17. Bill Young enlarging RCA Victor recording studios here in the Mor-chandise Mart. Adding two studios

plus two new recording sets.

Has brought in a new engineer from the Camden plant and now has a staff of four recorders.

LOPEZ ON REBOUND

Hollywood, Dec. 17.
Vincent Lopez band is barnstorming east after failing to land berth in Universit's Great Legfeld.
Eand was originally echeduled to roturn to the Beverly-Wilshire here if the picture job materialized.

Stores Reject Publishers' Shipping Bureau Proposal; More Outlets Shut

Most Played on Air

To familiarise the rest of the country with the tunes must be around New York, the following is the list-ing of the away so provided in the cross-country networks last useek, in relative standing, according to the number of combined plups on WEAF, WAS, WABO and WMCA. WJZ, WABO and WMCA
Continental
Winter Wenderland
Santa's Coming to Town
Dancing With Shadow
Object of Affections

Object of Affections
Hands
Difference Day Made
Invitation to Dance
Earful of Music
Be Still My Heart
June in January June in January
Out in Cold
Pop Goes Your Heart
Follow Secret Heart
Believe It Beloved
Night of Love
Alabama Alabama Flirtation Walk Love Just Around Corner P. S.—I Love You Take Number One to 10 Where There's Smoke

\$10,000 NET FOR WHITEMAN IN MONT'L

Paul Whiteman unit prays a fiveday stand at the Mount Royal, Montreal, opening Dec. 28 and staying through New Year's. Date calls for

Booking was handled direct by Jack Lavin, Whiteman's manager

MUSIC PROS ELECT MOSE GUMBLE PREZ

Mose Gumble was elected president, of the Professional Music Men, Inc., at a meeting and lunch-eon held at the Astor Saturday (15) eon held at the Astor Saturday (18) by the publishers' contacters, Other officers picked were Johnny White, ist v.p.; Rocco Vocco, 24 vp.; Joe Santty, ad v.p.; Benny Bloom, treas, Mickey Addy, recording see; Harry Llebman, sec.; Johnny Green, sergit at-arms, and Elmer White, editor.

Ploked for trustees were Bob.
Miller, Lester Santly, Jack Richmond, Max Stock and Georgia Joy,
while the new board of governors
now onsists of Addy Britt, Jules
Von Tilzer, Frank Kelton, Phil Davis and Lester Santly.

To help bolster the organization's thequer a theatre party will be sed at the Majestic Feb. 17, the Tapps is chairman of the nmittee in charge. exchequ

Musicians Underwrite L. A. Concerts vs. Loss

Los Angeles, Dec. 17. Los Angeles, Dec. 17.

Having entered into a contractual agreement with the Southern
California Symphony association
covering concerts in the Philharmonic auditorium this winter and
in the Hollywood Bowl during the
summer, Musicians' local, 47, 18
guaranteeing the association against
tose up to \$1.000. as up to \$1,000.

This is first time musicians local as underwritten a musical venture of this type.

Selvin's New Berth

Ben Selvin, radio maestro and former recording manager for Co-lumbia Phonograph, has become di-rector for the recording division of Associated Music Publishers, Inc.

Syndicate stores last week flatly rejected the publishers' proposal that the former undertake to operate their own shipping bureau. Besides town shipping bureau. Besides to see the consulty the problem of finding a way, out of the dilemma back into the laps of the publishing trade, the chains shut down an additional raft

chains shut down an additional raft of music counters.
Leading nop publishers met at the offices of the Music Publishers Protective Association yesterday (Monday) to discuss the next move.
Sam Braverman, head of the music division of the Nicesee Brook of the music division of the Nicesee Brook of the Premaining counters in the French of the French Info Counters in the Nicesee Brook of the French Info Counters in the Nicesee Brook of the French Info Counters in the Nicesee Brook of the French Info Counters in the Nicesee Brook of the French Info Counters in the Nicesee Brook of the French Info Counters in the Nicesee Brook of the Protection of the French Info Counters Info partments in 14 stores and that action on the remaining counters in the chain would be withheld until after January inventory. Kreage link has closed 60 counters, since advising the pop publishing trade four weeks ago to either set up a warehousing organisation to service the chain store or stand the loss of business from most of the chain store or stand the loss of business from most of the chain outlets. Publishers answered this utilmatum by suggesting that the chains themselves assume the management and expense of the central shipping bureau.

scenent and exponse of the central shipping bureau.

The property of the central spining exclusively through the sauries Richmond Mui-sic Doulers Serves have taken the act. The street of the conference and the situation created by the chains, although they agree that the trade should do something to pre-vent the further loss of syndicate butters.

it had been hoped that Max Mayer It had been hoped that Max Mayer and Richmond would get together on a merger of their jobbing organ-izations and thereby clear the way for those publishers who are bound by the agreement obtained by Mayer when he settled the conspiracy suit he had brought against them. Un-der the terms of the settlement agreement these publishers agreement these publishers burres from seeing they con-tract the settlement agreement hower than those accorded.

RICHMOND SYMPH ONLY \$2,500 FROM BREAKING

Richmond, Va., Dec. 17. Richmond, Va., Dec: 17.
Richmond, symphony ovchestra
completed a season of six weeks
Dec: 10.—11 was the third year-ofthe orchestra, which came within
\$2,500 of paying its way on a \$35,000
budget for performances.

budget for performances.
Enterprise is financed by a large group of Richmond cittzens and business houses. Wheeler Beckett is conductor and Leonid Bolotine, is conductor and Leonid Bolotine, former assistant concert master of the San Francisco orchestra, was concert-master-this year, succeeding the late Anton Wite.

Series included six formal and five junior concerts in Richmond, six out-of-town appearances, tiffee of these at the University of Virginia at Charlotteaville.

Orchestra is composed of 78 professional musicians, about 50 of whom were recruited in New York in 1932 and have become fixtures.

Hazen Exonerated

Hazen Exonerated

Rurlington VV. Dec. 17.
Flord Hazen, leader of the Boston Eine Notes orchesten, at the
Hotel Vermont, has been exonerated of charges of being connected
with an extertion plot in Vergennes, VV.
Hazen was in that city recently
Modelson a New Year's Eve dance.
State officials checking up on outof-state sure took him into custogy for questioning the following
day.

Disk Trade-Ins

Altoons, Dec. 17. Altoons, Dec. 17.

An RCA-Victor sponsored planby which local gehools, through the
collection of used Victor records,
might receive one of three sizes of
radio-Victorias has been given a
big play locally through the local
dealer.

dealer.

The three high schools and a number of the grade schools have received machines, trucks making trips from Camden, N. J., to return the used records to the factory. No information concerning the plan behind the offer has been given the

NIGHT CLUB REVIEWS

RITZ-CARLTON

(NEW YORK)

(NEW YORK)

Dick Himber opened with a season of tea dansants at the snooty Hotel Ritz-Cariton and did such a surprisingly lawyer starter-offer for an extra crew of waiters. Considering the \$1. tea service (it's \$1.50 on Saturdays and holidays) and the fact that drinks are extra, that's a nitty chunk of extra income which suffer the starter of the st

Studebaker Champions orchestra.

Lasi season the Himber orchestra played for supper also, but the automotive commercial and other club, and society engagements don't make it worth while for him to officiate after 6 p. m.

Using his full compo, including Joey Nash as vocal specialist, and Katherine Cody as harpiste (his other femme harpiste, Verley Mills, performs for the broadcast), Himber performs for the broadcast), Himber compositions of the broadcast), Himber champions of the composition of the produced the composition of the compositi

BAL MUSETTE

(NEW YORK)

(NEW YORK)

This typical corner of Montmatre. at West 46th and Eighth avenue is that authentic that it's chiefly patronized by the local French colony. Most of the after are in saucy Gallie, vocalized by Georges Marcchal, and typical French conductant are out the same of the same o

It's a nice gesture, but to try and pe American terp music would be he biggest mistake for this spot, whose prime appeal is the foreign mura. It can't compete with the loal niteries if it tries to go Broad-way.

Along with Marechal, who also m. c.c. are two dance teams. Arden and Duncan, and Millard and Anta. Latter do their Apache specialty as the piece de resistance. George Vignetti and Pietro are prominent in the band, and M. Ferri gives out Italian ballads in a sympathetic tenor.

Italian ballads in a sympathetic tenor. No couvert, drinks mostly 50c, ex-cepting Amer Picon, Pernod and such French apertife, when it titls to 50c a copy. A different spot for a different hour or two is the Bal Musette.

CHEZ PAREE

(CHICAGO)

Chicago, Dec. Mike Fritzel and Joe Jaco this an outstanding nite

Milke Pritzel and Joe-Jacobson-bave made this an outstanding nite of the phrase in all Chicago niteries. But a really reasonable \$4.50 minimum for a dinner that's worth the meney, plus a \$4,000 show, makes the Chez Paree popular. No-makes the Chez Paree popular. No-makes the Chez Paree popular. No-makes the cleut has been put on 'em; for that reason the club has built up a large and faithful-following.

Sophle Tucker headlines the current show and accounts for the turnaway trade. Long an established Chicago for this engagement drew editorial space and front page pictures. Always a surefire performer, a certain aura of sentiment surrounds her.

But Miles Tucker doesn't need entered the must be acknowledged as without peer on delivery and showman-ship. Her material, as usual, is different and individual. Songs such as 'fm One of the Boys' and of Flecked a Flower in the Oarden of Love are distinct People to reason.



OBBINS NUSIC CORPORATION

and shaped cleverly for the nite club

and shaped cieverty for the file customers.

The control of the co

one band taking up immediately-when the other takes a rest.

Ellied under Miss Tucker State.

Ellied under MacConald leads the chorus with some okay toe dancing.

Mario and Floria are in for the balroom dancing, which has come back strong in nite clubs. Art using the strong in into clubs. Art using the strong in the clubs.

Ellied under Miss Tucker State.

Elli people in the act build up a reason for the cleaver-to-sing so that it comes a a dimax. Instead to the come a come at a dimax. Instead the come at a dimax. Instead the come at a dimax instead of the come at a computer of the computer of th

GAY NINETIES

(SAN ANTONIO)

GAY NINETIES

(SAN ANTONIO)

San Antonio, Dec. 10.

I Through its novel appeal this spot is getting a play in a Durg what his possible of the property of the

Frisco, is announced to doubling in the floor show emceding assignment, assign

some.

Mac Rogers' dance band doubles for the show. Nothing unusual in his style. Ken McClure is major domo of set up. Richard Gill backing. He's is heavily on town's

hotels, explaining a tie-in with present, with Hepp toying with idea Gunter which provided tables and of name band, part of personnel for opening.

Gutter which provides are a considered and the part of personal for opening, or 40 per annish as the patenty which is not yet equipped with tables but will be later. Admish covers show, danagastion and one pitcher of suds. After that it's eard prices, which are which can crack the nut providing there's sufficient new and repeat customers. But that's a problem in a town that defies guess as to nitery location or South Ahmo attrect in a portion of town which is a hargover from the mauve decade. a portion of town which over from the mauve de Keys.

BOEUF SUR LE TOIT (NEW YORK)

BOLUT SUK LE 1011

(NEW YORK)

Famous in Paris and Cannes are Les Boeut sur le Totic cares, meaning 'cow on the root.' Intime niteries, they're not book-catching tour-let spots, but popular with the elite of the contemper which Charles Brazelle has established in the basement of his Cate Basque on West 57th.

Brazelle lived 18 years abroad until recently and did nothing but Continent, moving with the essaons to the spas and resorts. In his years of practical patronage, Brazelle seems to have assimilated beautous providencing that at his new nitery.

Just for the convincer, he has Billy Arnold, than whom there is no whome among favortic Continental dance bands, furnishing comboa, his, swn. Billy Arnold. Continentals, featuring Herb Finney, and Don Alberto, tango band. Arnold also m.c.'s.

The other convincer is Alina De Silva, Spanish songstress w.k. tasings only in French, knows only that language thus far (excepting, of course, her native Spanish), the latter heritage probably account. Downstairs room has a wealth of charm and personality with its

and well suited to the room.

Downstairs room has a wealth of
charm and personality with its
trees and foliage interior, and a
infity scenic idea including a marine
bar which will become one of the
small-talk topics with folks who
make much of this sort of thing.
No couvert, table d'hote dinner and popular scale. It's a very while retreat.

Harry's N. Y. Cabaret (CHICAGO)

Chicago, Dec. 8.

Located in the midst of a \$,500 tavens and a paradox in every way, this spot is a winner. Spotted on the near northeide within the shadow of Michigan avenue and the loop skycrapers, Harry's is located so that it must cater mainly to taxical and carriage trade.

Just who had carriage trade the August at the August and carriage trade and a Just why and carriage trade and a Just why and the August and t

Wabash-awenue-bridge.

Until recently one floor sufficed,
Turnover has been remarkable, especially from 10-1 at night. Average
stay is two hours, but in those two
hours a load of drinks can be put
away. Food is served, but lan't of
primary importance. They come
ment is secondary. There's dancing, too, but only when they can
find room in which to shake a hoof.
One thing that Harry's does en-

present, with Hepp toying with idea of name band.

There are a dozen or more hostesses on eight-hour shifts and Eddie Mayer supervising a score or more hostelsy walters from 'way back. Earl Rickard, former eafs me., is host.

Newly opined clobe Textlers the Newly opined clobe Textlers the Newly opined clobe Textlers out French Courtyard scheme of main floor interior. Bars, main floor and club weize designed by Harry Lund, one of the original designers of Streets of Paris. Club features a number of Paris. Paris of Paris. Paris of Paris of

but no rest.

d'hote is \$1 and worth it.

Lower level floor is now being readled for banquet purposes. Plan to seat about 500 in main room with service for both club and banquet rooms from main floor kitchens.

-2-Nee is No. 1 stop

Harry's caBARet is No. 1 stop here on the rubberneck and sight-seeing tours. Loop.

STORK CLUB

(NEW YORK)
Sherman Billingsley's new Stork
Club on East 53rd, just off Fifth smacks of contemporaneous history in-many-respects. For one thing the Stork is one of New York's best known pre-repeal cases, possessing many an attribute which caused men and women to warmly take his vintage and viand dispensary very much to heart.

vintage and viama dispensary very manage and viama dispensary very more and the production dinners at \$2.59 a copy (even if drinks were \$1 a throw), got to mean too much to a certain strata of perennial and perpetual goers-outlers, to be perturbed to a contain strata of perennial and perpetual goers-outlers, to be perturbed to a contain strate of the perennial and perpetual goers-outlers, to be perturbed to a contain strate of the perennial and permetable to the contain a series of the perennial series of the permetable series of the perennial series o

meetantly looking forward to it.

Now built all on one floor instead of the one- and two-flights
up, as at the old 51½ Bast 51,
some may feel it's different, but
actually it's a smarter move for
worry is over. That first floor for
a time was the room at his
former 51st street establishment.
Then when Billingsley, but. In. his
runoical bar on the upper story,
and his captains had customer
troubles-as-to-where-to-spot-em.
Now it's all on one ground floor,
with the big square liquid dispense
drink trade, and with the dance
floor and restaurant in the rear.

Now also Billingsley has a \$1

door and restaurant in the rear.

Now also Billingsiey has a \$1 couvert and Lita Grey Chaplin as the star and Madelein Northway-Georges Danillo giving out expert ballroomiology to Robert (Buddy) Wagner's dansapation. Starts at luncheon through cookidals, dimmer the stablish itself as of yore. Billingsley's hosting will again be not the least of the attractions.

BAR OF MUSIC

(NEW YORK)

(NEW YORK)

A sibbetranean covey in the Buckingham hotel, a more or less residential hostelry just south of Central Park, has been installed under the designation of Bar of character stater than of charm for elegance, which gets its name from a decorative scheme that includes paintings of muscleans, old masters, language instruments and a piano hanguage in the terminate of the forminate character, which was popular in the more circumscribed speak hanguage, regardes the customers with a personality that fits in with the sceneral idea of the room. She is well known as an organist in picture houses and recently was at the speak hanguage in the customers in a dillion to Miss Rich you would be in a dillion to Miss Rich you would handuage in the piano and their instruments. sing to scott any whole they are also shad good in which to shake a hoof.

One thing that Harry's does end and the shad hoof.

One thing that Harry's does end the shad hoof.

One thing that Harry's does end the shad hoof.

One thing that Harry's does end the shad hoof.

One thing that Harry's does end the shad hoof.

In caps and the others in the shad hoof.

In caps and the others in the shad hoof.

In caps and the others in the shad hoof.

In caps and the others in the shad all over the walls. The floor, which was popular in the place of a strict which was popular in the character, which was popula

BOWERY

CHICAGO, Chicago, Dec. 8.

Forerunner of similar Bowery
spots throughout the country, this
one owned by the Mandel brothers,
is the focal point for some fourtion spread for a mile ratio around
Clark street on the north. Bowery
has played to more than 100,000
customers since opening a little
more than six months ago and the
show, has remained practically instart throughout.

tact throughout.

One of the brothers, Mike, now has a Bowery unit playing the east.

Other brothers, Hymie and George, are planning to send the current show out shortly. Where they'll play is a problem, inasmuch as the problem, but they have been close to a dozon they have been close to a dozon.

Figure with new novelty show in problem, they have been close to a dozon.

Figure with new novelty show the problem is a common the problem.

replace with new novelty show.

Eowery location is a former pawnshop. Therefore has modest frontage, but large depth. Old-time stage installed about eight inches off floor makes a great flash. Main drop and one hanging piece suffice for production. They do four shows nightly each running about 25 minutes. Main attraction is the inevitation of the contract of the c

table beefers, eight in number, featuring Zdna Leonard.
Others in cast include Johnny Goodman, comic: Warner, Meels Goodman, comic: Warner, Meels Goodman, comic: Warner, Meels Goodman, comic Thanks, and the Bowery Eric of Francis, and the Meels and produces spots latest novelty, the Noon Hour, which is an early morning gag to hold customera. Harry Singer in with four pieces the Harry Singer in with four pieces the Harry Singer in with four pieces character when the Harry Singer in with four pieces character with the Harry Singer in with four pieces character with the Harry Singer in William Control of the William Control of

JAM CLUB

JAM CLUB

(NEW YORK)

Jam Club, located underneath the Knickerbocker hotel in the Times Square zone, may be so-called because if the trade should get heavy its restricted confines might necessation of the state of

being more big time or merely barrooms.

Club has an eight-piece orchestra headed by Wingy Mannen, so
named because he has only one
and because he has only one
able. The office of the state of the state
lies Mainone's first appearance in
New York. He has made some records for Brunswick and others, butotherwise his out-in-the-open pedigree is mostly native to New Oraccent doesn't belle that, nor does
the torrid, jazzy manner of orchestral work. That's the kind of music this type of play spot demands.
Mainone doubles vocally, putting
Mainone doubles vocally, putting
Flace has no steady specialty entertainers, policy being to bring in
squest stars every night. Music
and specialty work is broadeast indopendently over WNEW, which

Eddie Savoy is the headwatter, is
scalls savoy the headwatter, is
scalls savoy who would headen to the

Eddie Savo is the headwaiter, a genial gent who's well known in the Broadway purlieus of night goings-on. Char.

ZIG'S

(NEWARK)

(NEWARK)

Still the acc dine and drink epot in Newark. Dec. 13.

Still the acc dine and drink epot in Newark to a chass clientele, mainly rom to a chass clientele, mainly rom to a chast and the suburban towns of East Orange and Montclair. No dancing, but first rate food and tennotch hootch seem sainly responsible for the consistent draw here. Jose Zlegier, rate food and tennotch hoot Legister and where the consistent draw here. Jose Zlegier, Current floor turn is the Three Cardinals, vocal and instrumental tri with an extensive reperiors of songs, ranging from sweet and sentimental to those that are a bit risque. The boys spot their stuff, risque, The boys spot their stuff, the customers. Notice the customers of the customers. Varies along the state of the customers of the cust

CHEZ PAREE

America's Smartest Restaurant and Supper Club Delaware 1655

CHICAGO

MEET YOUR PAVORITE STAR OF STAGE AND SCREEN AT MIKE FRITZEL'S

Disk Reviews By Abel Green

Ruth Etting
Two simulated attitus in Miss Ettings usually grid street, and the street and the st

Kate Smith

Kate Smith
Stay As Sweet' again, this time
mater the Kate Smith treatment,
combied with Tm Growing Fonder
of You 'accompanied by her Swanee
music. In like manner. When My
Ship Comes In' from 'Kid Millione'
and 'The Continental' from 'Divorcee,' more filmusical hits, latter
further fortlide by the Ambassador
Trio as vocal background. Decea
276-5.

Gertrude Niesan
Miss Niesen is also partial to
'Continental,' doing it more spirited
and moderne, backed up the dramatic 'Bo Still, My Heart!,' martial
beliad, novelty orchestrated and interproted on Columbia 2972. A nifty
sweet brass is the accomp, standout.

Geraldo's Gauches

Géreldo's Gauches

Pip tangos made abroad and Columbla 2983-released on this side.
Geraldo and his Gaucho Tango orcheetra do tricks with Sarony-Raffaelit's "Madonna Mint; a clinch for
international hitdom. The already
popular foxtori, getting to be as with
Gigens-Kennedy) is done in tango
arrangement on the reverse. Both
with vocals and very nice, too.

Irving Aaronson

Irving Aaronson

Aaronson and his Commanders are marking a fast comback both cement their nice impression with Let's Be Thankful, one of the better foxtrot ballads, and In An Old Log Cabin, one of those corny numbers that usually emerges economically successful despite all other layers and the second interpretations to fortify a brace of smooth foxes on Columbia 2981. Another nice Aaronson couplet on No. 2986 is "Ms Without Kolla Cabina" and Skippy Carlston experies another could interpretations to fortify a brace of smooth foxes on Columbia 2981. Another nice Aaronson couplet on No. 2986 is "Ms Without Koul," Kolla-Gensel's number out Xou, 'Kolla-Gensel's number tion Walk' from the film of that name. Dixon and Louis Still are assisting vocalists.

Landt Trio & White with Ore Landt. Trie. & White with. O're. Nonsense waltzes by this radio team backed by their Dixieland or-chestra. The Animal Trainer is of Flying Trapeze's pattern esting Not. Another hoke waltz in the 1934 spoofery manner which the vocatists and their aggregation get across nicely on Vetor 24,300.

Paul Pendarvis

Everett Marshall

Everett Mershall

This missical comedy bartione has gone somewhat into the depths to dig up tunes suited to his reconsult of the second of the

Roy Fox

Fox is one of several American
laza beaus who had to go to London to make-good. With his band
Fox is quite a West End fave and
shows how on Decca 175 with the
foxtrot transcription of the melodic
Dreamy Serenade, credited to Carre
"Swaller Tall Coal Carte of the Carre
"Swaller Tall Coal Carte
Step by Miller. Danny Dennis does
the vocal honors and Fox registers
in toto with the terps.

Red Norve

Ottawa Supplants Hull

Once upon a time when Quebec was wet and Ontario was dry, the boys in Ottawa used to troop across was wer and Ontario was dry, the boys in Ottawa used to troop across the river to Hull to the Quebec side for liquid inspiration. The tavorns and clubs around Hull, with their floor shows and vandeville, enjoyed heavy patronage from the Canadian contral of the contral c

Last August Ontario went as wet as Quebec had ever been, and now the shoe is on the other foot, particularly as a result of an order from the Quebec Liquor Commission that all floor shows and night club en-tertainment will be taboo around Hull and in other Quebec centers after December 22.

It's a tough blow for the night clubs across the river with Ottawa establishments now running in full swing; Hull clubs were presenting swing: Hull clubs were presenting real attractions. Further acts are being cancelled.

B.B.B. M.C'ing Jacobs Family's Fla. Hotel

Jacobs Family, which runs Al-amac hotel at Lake Hopatons, N.J., is-opening a similarly named bestelry at Miumi Beach. B.B. is going in as m.c., with a small dance combo.

Suing Sissle

Cincinnati, Dec. 17. Sult for \$2,500 damage against Noble Stasle was filed in Common Pelas Court last week will Stasles ork was playing at Greystone ball-room by Omah L. Spencer, local resident. He alleges he is the author and copyright holder of The Romantic Evolution of Jass, which, he charges. Sissle and others produced

charges, Sissie and others produced as a pageant in Chicago last August. Spencer claims that last June he and Sissie entered into a contract to collaborate on a new play, Oh, Sing a. New Song which, he conbends, was presented in large part by Sissie and others in the Windy City.

'Nother Cafe-Theatre

Little Picture House on East 50th treet, New York, recently shut-ered, becomes one of those cabaret-

terea, secomes one of those caparet-theatres in January.
Operators will be Nick Prounis, former owner of the Simplon club and Arnold Rossfield, long associ-ated with Barney Gallant's Green-wich Village niteries.

Whites for Harlem

Opening of Harlem Moon, new inner dance spot in West 125t) dinner dunce spot in West 125th street, New York, by William McAyoy, is scheduled for Dec. 22, with a no cover, no minimum policy.

Moon will present an all white Moon will present an all white show, an innovation in this district. Saxie. Holtzworth is producing the show, which will include Fay Pierce, like Forbes, Jean Castle, Ted and Catherine Andrews, Hardiman, Cas-tle and Porter (Three Melody Boys) and Don Zito orchestra.

Valley Club Reopens

Hollywood, Dec. 17. Dark for several months, Club Airport, in the San Fernando val-ley, reopens Dec. 20 as the Club Continental. Frankie Masters hand placed

CLUB IN A BARREL

A new hight spot, Barrel of Fun, adds to New York's fast increasing list Saturday (22), with a floor show including Henry Youngman, m.c. Lewis and Dody, Andy's Aces, an of 15

Place is so constructed that peo-ple will have to walk through a huge barrel to enter the club.

AARONSON AT TRIANON

Chicago, Dec. 17.

Film's Colony Club on Prowl for \$100 Pavees

Hollywood, Dec. 17.
Colony Club, hangout for the pleture mob, le going private with
memberships selling at \$100 initiation plus a monthly fee. Attempt
is made to get members from outside the picture business.
Also understood that ff the Colony
is autoceasful as a private club,
plus a successful as a private club,
though the colony will be colony will do likewise.

Crawl Winner Socks Manager Over No Cup

Mallinger Over 10 Dubuque, Ia., Dec. 17.
Rajhi Kemp, some dancer according to hie own admission, got a besteted masquerade price, 10 days in the county slul, after having cleaned up on a night dance spot manager when the latter failed to award prizes as advertised in a frolic night

when the latter latted to swooth prizes as advertised in a frolic hight billing.

Kemp and a girl friend spent plenty on masque costumes, made the dance and walted expectantly for the prize. No prize, there was a runnpus, the manager disappeara rumpus, the manager disappear-ing. Kemp met up with him on the

Embassy, N. O., Folds

New Orleans, Dec. 17.
Club Embassy folded pronto.
Former Suburban Gardens, torraced
and primped by an expenditure of
\$18,000, just couldn't stand up such
a long way out.
Place has started and stopped so
often it has come to be an open and
shut proposition.

'Drunkard' Goes South

'The Drunkard is going to Flori-da. Same troups that performed the old meller in an old East Side-church, is booked for 12 weeks at the Coliseum, Miami Beach. Same the Colliseum, Miami Beach, Same night club policy with the beer is to be followed.

Oscard at Chi Parce

Chicago, Dec. 17.
Paul Oscard brought back to town
produce shows for the Chez

Paul Oscato produce shows ruParce.
Oscard is just back from Europe.
Had previously been in Chicago ac
production man for Balaban &

One More Socialite

Kitty Jarvis, Junior Leaguer, now at the Surf Club, New York, is another in the cycle of socialite warbiers doing their bit for the couvert charges.

Frank Farrel band and Riley and Confort comprise the regular entertainment.

GROFE IN CHI

Chicago, Dec. 17.

Forde Grofe orchestra comes into
the Silver Forest cafe at the Drake
hotel Dec. 29 for an indef stay.
The first appearance in Chi for
the Grofe orchestra.

TOWN CASING BANKBUPT

John Prete's Town Casino Club Inc., has been petitioned into involuntary ba bankruptcy by trades-

This is a class nitery at 9 West 52d street, New York.

Music Notes

Orchestra open an indefinite engagement at the Hotel Syracuse Dec. 14. Band comes from Columbus, O., and will broadcast from WSYR.

Mort Dixon and Allie Wrubel number, Mieter and Missus Is the Name, Inghithithed in Warners Pili-tation Walk, is the title of a Merry Melody technicolor short by Leon Schlesinger.

Abe Lyman band opens tomor-row (Wednesday) at the Paradise, N. Y., on the second anniversary of the original premiere of the nitery.

Jacques Lube with a Meyer Davis unit opens Dec. 23 at the Princess hotel, Bermuda.

L. A. Is Iowa Where Nite Life's **Concerned: Still Tote Own Hootch**

nes use nurs. Los Angeles dees not know what night life is. Town is strictly lowe or any, spot in the strictly lowe or any, spot in the strictly lowe or any, spot in the strictly lower or any spot in the strictly lower or any spot in the strictly lower or the potential strictly lower or the potential strictly lower or the picture mob. too. Town hoests of nothing smart. But outlier, so the strictly bridge, man long, penny gambling half and strictly bridge, man long, penny gambling half lower or the strictly bridge, man long, penny gambling half lower or the strictly bridge, man long, penny gambling half lower or the strictly bridge, man long, penny gambling half lower or the strictly bridge, man long, penny gambling half lower or the strictly bridge, man long, penny gambling half lower or the strictly bridge, and lower lower or the strictly lower or half lower half lower or half lower half lower or half lower half lower

vous from a ballroom at the Biltmore hotel.

Grove Still Aces
Grove, which has world-wide rep starting from the time of its opening 12 years ago, when the pot start as the property of the

Saturday, when it is-a-case-and-a-hallitmore Bowl, operating less than a year, got off to a bad start, due to a poor selection of music, but when it switched to Jimmy Grier and his outfi, with an aggregation of unimportant vaude talent, for a -floor city from Pasadena gives it a play, as well as all the transients, as place campaigns heavy on a \$1.60 dinner, even-though-there-is-an-extra buck tap for couver nightly four bit sturday, when it is aced up four bit surday, when it is aced up four bit surday, when it is aced up four bit surday, when it is aced up four bit surday.

(Fourth of a series on nite life in the principal cities of the U. S.)

Los Angeles Dec. 17.

It's the nuis. Los Angeles does not know what night life is. Town is cheen to make the more than the life is. Town is cheen the life is town is cheen the life is town is cheen the life is. Town is the life is town is cheen to make the life is town is cheen the life is town in the life is town

inclined.

Esatern Chef a Factor
Main attraction here is a \$2.50
dinner put on by Ceorge Le Maze,
also an eastern importation, which
town. Charge for dining room is \$1
couvert, with spirituous refreshments medium priced,
Also in the club line is the Trocacharacter of the country of the country
at 1 fiftany agale for food which ried
a Tiffany agale for food and liquors,
but gradually cut to compete with
the Clever. This place according
mostly on pic executives for its
land of hard to diese from the
check angie. Place seats around
200 and has Phil Ohman for the
music picking up now and then a
leathment policy always up in the
air.

El Ray, one of the former speaks,
El Ray, one of the former speaks,

air.

El Ray, one of the former speaks, is still doing fair trade, with Gene Austin, with Candy and Cocc providing the impromptu, entertainment. Gets most of its play

aroutding the impromptu entertainment Gets most of its play
after midnite, Same goes for
kings club, another former speak,
where Tommy Lyman holds forth
with his obanting of numbers which
with his obanting of numbers which
listen to. No want the indicate
listen to. In the indicate
listen to the walk-n-and-out drink
customers. Outside of here in the
customers. Outside of here in the
where Bert Rovere and his enjertaining walters provide a lot of
operatic melody between courses.
Place is popular with the crowdwho want a output of the property
have any and the property
have any and the property
have any and the property
as it hits the ether twice daily for
Care de Parse, in the West Lake
region, is also catering to a similar
class of trade, using a pickup band
and changing its entertainers as
does a small-time vaude house,
does a small-time vaude house,
Another Bace out Hollywood wayAnother Bace out Hollywood way-

does a small-time waude house. Customers here are moetly nightly repeats.

Another place dut Hollywood way-catering to the small spenders is the Facilic Sumest club, which has the Facilic Sumest club, which has the Facilic Sumest club, which has the professor; a mistress of ceremonies, Dorothy Woodward, quite perf and smart cracking; a fan dancer who heats the atmosphere and an interchange of other acts as Here trade is very consistent, with most of the customers knowing each other and a transient visitor a novelty.

Then There Are Others
Then Face are a flock of other places of the customers and leader of a dance aggregation. Place gets an average of 76c. a customer, who is given two in these hours, entertainment and anothing for this amount, entertain, ment and anothing for this amount, centrally of the early to bed type. Then, in Hollywood, couple of the sandwich eating spots having the singing and entertaining waiters who give the crowd food and enpuly along these lines are Bol Perry's and the Three Little Pigs, which has Lou Singer's dance or dinner, even though-there-is-an ext transports that we have tap for couvert nightly except Saturday, when it is aced up four bits well as the same of the same of

